

## NEWS RELEASE

### For Immediate Release

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## **MULTI-PLATINUM RECORDING ARTIST AND ACTRESS, JORDIN SPARKS, JOINS BURLINGTON STORES AND THE LEUKEMIA & LYMPHOMA SOCIETY TO RAISE FUNDS TO FIGHT BLOOD CANCERS**

*Timed to Blood Cancer Awareness Month, Campaign Aims to Fund Lifesaving Research*

**Rye Brook, NY (September 18, 2017)** – The Leukemia & Lymphoma Society’s (LLS) is proud to announce its 16<sup>th</sup> consecutive year of partnership with Burlington Stores, the national off-price retailer. Joining Burlington and LLS to support the cause for the first time is singer and songwriter Jordin Sparks, an avid activist for cancer research. Each September during Blood Cancer Awareness Month, Burlington and LLS team up to create awareness for the urgent need to fund research to advance cancer cures. A point of sale fundraising effort launched on Sunday in 599 Burlington stores across the country, encouraging customers to donate \$1 or more at checkout to support LLS’s goal to create a world without blood cancer. The point of sale collection period will run through December 9, 2017.

On Tuesday September 19, Jordin Sparks will join Burlington and LLS at the retailer’s flagship location in New York City’s Union Square, for an inspiring event to recognize four young blood cancer survivors and surprise them with a full fashion makeover and brand new fall wardrobe. These young heroes are also featured within the in-store campaign at all Burlington locations nationwide.

Every three minutes, someone in the U.S. is diagnosed with blood cancer, and every nine minutes someone dies from blood cancer. Today, nearly 1.3 million people in the U.S. are living with, or are in remission from a blood cancer and, unlike many other diseases, there are no means of preventing or screening for blood cancers. The funds raised by Burlington during this campaign will help LLS to advance research to find new treatments and cures.

“I’m so proud to work alongside Burlington to support The Leukemia & Lymphoma Society in its mission to cure the blood cancers and ensure that patients have access to lifesaving treatments and cures,” said Sparks. “We are all touched by cancer and I feel the urgency to raise awareness for the need to find cures and to help patients and families dealing with these diseases.”

“When you or someone you love hears the words ‘you have cancer,’ it’s a very dark moment. As the world’s largest non-profit dedicated to finding blood cancer cures and advocating for patients, The Leukemia & Lymphoma Society, with the support of Burlington, our long-time partner in the fight against blood cancers, is making an impact for blood cancer patients, as well as patients with other cancers and chronic diseases,” said LLS President and Chief Executive Officer Louis J. DeGennaro, Ph.D. “With Burlington’s support, our Light The Night campaign brings light to the darkness of a cancer diagnosis for cancer patients and their families.”

“At Burlington, we are committed to the fight against blood cancers. Our associates and customers have raised more than \$29 million over the past 15 years and this year, we are excited to continue to raise much needed funds towards saving lives and finding cures,” said Tom Kingsbury, President, CEO and Chairman of Burlington Stores

Light The Night Walks are a powerful and unique fundraising campaign for LLS, which bring together families and communities to honor blood cancer survivors, as well as those lost to the diseases, and to shine a light on the importance of finding cures and providing access to treatments for blood cancer patients. Walks take place during the fall, starting in September, in 150 communities across the country and many of Burlington’s more than 37,000 associates nationwide will participate.

Customers shopping at any Burlington Store now through December 2<sup>nd</sup> can donate at checkout to benefit LLS, helping to find cures for blood cancers. For more information visit [BurlingtonStores.com](http://BurlingtonStores.com) or [LLS.org](http://LLS.org).

### ***About Burlington Stores***

Burlington is a national off-price retailer offering style for less with up to 65 percent other retailers’ prices every day. Departments include ladies’ dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children’s clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington has 611 stores in 45 States and Puerto Rico. For more, and to view our Pricing Policy, visit [www.BurlingtonStores.com](http://www.BurlingtonStores.com).

### ***About The Leukemia & Lymphoma Society***

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, multiple myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org). Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

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