



## Press Release

### For Immediate Release

Contact: Gregory R. Seitter

610.276.3205

[Gregory.seitter@lls.org](mailto:Gregory.seitter@lls.org)

### **THE LEUKEMIA & LYMPHOMA SOCIETY GEARS UP FOR ITS SIXTH ANNUAL RED & WHITE BALL**

*In a Course of Five Years, The Red & White Ball has Raised Over \$2.8 million for the LLS Mission*

Philadelphia, PA (November 16, 2018) – More than 600 attendees from Greater Philadelphia will gather for the Sixth Annual Red & White Ball on Saturday, March 23, 2019 at the Philadelphia Marriott Downtown Hotel to raise money for The Leukemia & Lymphoma Society's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

The Red & White Ball has become one of Philadelphia's premier social events of the year. The night includes a cocktail reception, a formal sit-down dinner, incredible silent and live auctions, and entertainment from one of Philadelphia's best bands.

The event also boasts a car raffle featuring a brand new 2019 Audi Q5 2.0 TFSI® Quattro® S Tronic® SUV (MSRP: \$41,900). The vehicle is generously donated which means LLS received 100% of the ticket sales. The winner of the vehicle will be announced the night of the Red & White Ball. Raffle tickets are on sale now. For more information, visit [www.redwhiteballphilly.org/raffle](http://www.redwhiteballphilly.org/raffle).

Dr. Neal Flomenberg, Professor and Chairman of the Department of Medical Oncology, and Deputy Director of the Sidney Kimmel Cancer Center at Thomas Jefferson University, will receive the Rudolph and Antoinette Roesler de Villiers' Lifetime Achievement Award. This award is given to scientific researchers who are on the forefront of the fight to cure cancer.

-MORE-



Thomas Kingsbury, Chairman, President and Chief Executive Officer at Burlington Stores, Inc., and his wife, Nancy, will receive the Ruby Award for their impact that they are making in the fight against cancer.

The Mission Honoree is cancer survivor and award winning journalist, Loriana Hernandez-Aldama, who was diagnosed with acute myeloid leukemia (AML). Aldama is now cancer free and doing great after receiving a life-saving bone marrow transplant. Aldama is living in Chester County with her husband, Diego, and their son, Gabriel.

Thomas J. Burke, President & CEO of AOIC, LLC, and Robert Francomano, Senior Vice President of Stemline Therapeutics Inc., are returning as Executive Co-chairs for the Sixth Annual Red & White Ball.

Suvoda is serving as the Gala After-Party Presenting Sponsor. Burlington Stores is the Mission Sponsor.

Tickets are on sale now. \$400 per person. A Young Professionals (39 years old or younger) ticket level is available. To learn more about the Sixth Annual Red & White Ball, visit [www.redwhiteballphilly.org](http://www.redwhiteballphilly.org).

### **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, Hodgkin's disease and 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 Brooke, 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.

###