

# Light The Night Raises \$435K with Help of MLive

A one-mile long paved path through Detroit's Hart Plaza, the Leukemia & Lymphoma Society's Light the Night event drives awareness and fundraising efforts for the nonprofit's mission. Named for the act of generating light and warmth for those in the darkest time of a recent cancer diagnosis or battle, the event invites participants to be the voice that speaks up, the hand that reaches out, and the light that supports a cure for cancer.

The event drives fund raising through a network of friends, family and corporate teams. Supporting the cause is easy, individuals simply support a team financially, sponsor the event, participate as a walker, or volunteer. Funds raised during the event have resulted in:

INVESTED NEARLY

**\$1.3B**

IN CANCER RESEARCH  
SINCE 1949

MORE THAN

**\$431M**

PROVIDED IN CO-PAY  
FINANCIAL ASSISTANCE

FUNDING NEARLY

**200**

RESEARCH GRANTS  
CURRENTLY AROUND  
THE WORLD

HELPED ADVANCE

**85%**

OF THE BLOOD  
CANCER TREATMENT  
OPTIONS APPROVED  
BY THE FDA SINCE 2017

Our 2021 Light The Night fundraising event had a **RECORD BREAKING** year in Detroit, and MLive was a huge part of the reason why. The team was flexible to our needs, easy to work with, and always responded with grace and courtesy...plus, our audience reach was bigger than ever before thanks to our targeted ads and sponsored articles. If you're looking for a media partner who will deliver on their promises and help build your brand, MLive is a great choice.

**ANNE BRADLEY**

*Campaign Development Manager,  
Light The Night*

*The Leukemia & Lymphoma Society  
- Michigan/Indiana*



# THE RESULTS



# 557

Participants  
in the Walk

# 56

Friends and Family  
Teams Recruited

# 31

Corporate Teams  
Recruited

With the support of MLive's media and marketing support, the 2021 event was record breaking for the organization in a number of ways.

# \$458,927

raised for lifesaving research  
and patient services



## TACTICS USED IN THIS CAMPAIGN



Traditional Media



Broadcast



Digital Display



Social Media



Sponsor Content



Influencer Marketing

SCAN QR CODE OR VISIT LINK TO WATCH LIGHT THE NIGHT VIDEO

<https://www.youtube.com/watch?v=XOUub4D9U7E&t=4s>

