



FOR IMMEDIATE RELEASE:

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Raise Your Sails for The Leukemia & Lymphoma Society

Annual Fundraiser: The Leukemia Cup Kickoff

Festive fundraiser to be held, May 13, 2010 at ROCBAR

HOUSTON, May 4, 2010 - The Eighth Annual Leukemia Cup Kickoff will be held Thursday, May 13th from 5:00pm to 9:00pm at ROCBAR, located at 530 Texas Avenue in Houston, Texas. This fundraising event has become a yearly tradition attracting more than 400 patrons primarily from the Houston area who come together in support of the Texas Gulf Coast Chapter of The Leukemia & Lymphoma Society (LLS), its programs, and patient services. It is the kickoff event to the Annual Leukemia Cup Regatta which will be held at the Houston Yacht Club the weekend of June 25th to 27th.

“The Leukemia Cup Kickoff is an important part of the festivities related to the Leukemia Cup Regatta. This fun and unique event attracts a great mix of people. It is because of their generous support that LLS is able to continue its efforts to cure leukemia, lymphoma, Hodgkin’s disease and myeloma and to improve the lives of patients and their families,” says Billie Sue Parris, Executive Director of the Texas Gulf Coast Chapter.

Patrons paying the \$25 cover charge will enjoy catered hors d’oeuvres from several Houston-area restaurants including Droubi Bros. Mediterranean Grill, Cabo, Frank’s Pizza, and Panda Express as well as sample sweets from Mary Louise Butters Brownies. Cocktails, cuisine and networking will take place throughout the evening while guests peruse silent auction items which include fine art, private yacht excursions, wine, jewelry, and much more. Guests will be entertained with live music from the TSU Jazz Ensemble and Twisted Hearts as well as DJ Mike Gault.

“The Kickoff has been an excellent opportunity to mix professional networking with a festive social event while supporting a very worthwhile cause,” explains Sara Davis, founder of the Leukemia Cup Kickoff and member of the Volunteer Committee.

The Leukemia & Lymphoma Society along with the Leukemia Cup Kickoff Volunteer Committee would like to thank this year’s event sponsors which include: Seismic Ventures, Energy Professional Search, B Sailing Club, Space City Pain Specialist, and Mr. and Mrs. Matthew Kent – In Memory of Joshua Todd Mills.

About The Leukemia Cup Kickoff & Regatta

The Leukemia Cup Kickoff and Regatta combines the collective talents and resources of volunteers, corporate and in-kind sponsors, and individual donors to focus on funding life-changing blood cancer research and patient services.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. The Society's mission: cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, the Society has invested more than \$600 million in research specifically targeting leukemia, lymphoma and myeloma. Last year alone, the Society made 6.3 million contacts with patients, caregivers and healthcare professionals. For more information, log on to <http://www.lls.org>.

SPECIAL NOTE TO PRINT MEDIA: IF YOUR PUBLICATION WOULD LIKE TO DONATE ADVERTISING SPACE TO THE LEUKEMIA CUP KICKOFF AND/OR REGATTA TO HELP PROMOTE THESE WORTHWHILE EVENTS, WE WILL PROVIDE YOU WITH PRINT-



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