

October 1, 2010

## PRiyaCOMM Joins in the Fight Against Cancer

**Poughkeepsie, NY:** PRiyaCOMM gave creative input and social media expertise, and scripted online messaging to help to increase awareness, participation and funds at The Leukemia & Lymphoma Society's (LLS) Light The Night Walk in Poughkeepsie, and bring support and hope to people battling blood cancers. 32 teams of families, friends, co-workers and local corporations came together on September 11, 2010 to participate at the Poughkeepsie Walk, which was held in the pavilion of the Mid-Hudson Children's Museum, along the scenic and tranquil Hudson River.

As the receding sun ushered in the twilight, a hush settled as 350 participants raised illuminated white, red and gold balloons, bringing light to the dark world of cancer.



The evening was filled with emotion and inspiration. The program commenced with the observance of a minute of silence in prayer for and remembrance of lives lost on 9/11. The messages from supporter Kevin Grist, and survivors Rachel Goodnow and Lynne Dagata moved the gathering to tears.

Executive Director of the Upstate New York/Vermont Chapter of the LLS, Maureen O'Brien-Thornton thanked the teams, sponsors, individual walkers and volunteers for their support in helping hundreds of thousands of Americans battling leukemia, lymphoma and myeloma.

She noted, "The funds raised tonight will go toward offering real help to patients and their families, including support for leading researchers around the world who are working to cure blood cancers, free educational materials and personalized assistance programs for blood cancer patients and families, education on the latest medical advances for healthcare professionals, and advocacy efforts that draw government attention to cancer-related issues."

As the illuminated Mid-Hudson Bridge cast bright rays of light on the smooth surface of the Hudson River, the participants added to the peaceful ambience of a light-filled night as they walked with balloons weaving their way through the gentle breeze— white for survivors, red for supporters and gold in memory of loved ones lost to cancer— a community united to celebrate their fundraising success and demonstrate their support in the fight against cancer.