

# news release

## **For Immediate Release**

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### **A Sweet Celebration As the Bridesmaids' Ball Celebrates 16 Years**

*Young Philly Professionals join The Leukemia & Lymphoma Society for the 16<sup>th</sup> Annual Bridesmaids' Ball!*

**PHILADELPHIA (October, 2008)** – This year marks the 16<sup>th</sup> Anniversary of The Leukemia & Lymphoma Society's Annual Bridesmaids Ball. For the past 16 years, young professionals from around the Philadelphia area have been turning out by the hundreds in their once worn bridesmaids dresses and tackiest tuxes to support the life-saving research and patient services programs provided by the Society here in the Philadelphia area.

On Saturday, November 15, 2008 at the Diamond Club, Citizens Bank Park, One Citizens Bank Way, from 9 pm to 1 am, join singles and couples from the Philadelphia area as they celebrate their Sweet Sixteen - the 16<sup>th</sup> Annual Bridesmaids' Ball.

The Bridesmaids' Ball, a unique social event for young professionals over the age of twenty-one in the Philadelphia metropolitan area, is an opportunity to celebrate the ghosts of weddings past with all the fun and excitement of a reception without the hassle of a gift registry. Women are able to wear that old bridesmaid's dress one more time, or a cocktail dress! Men can arrive in a coat and tie or a pastel tux! Women wearing those old bridesmaid dresses can compete in the "Ugliest Dress" contest; men donning their tackiest tuxes with ruffled shirts can enter the "Tackiest Tux" contest. The evening includes an open bar, a special dessert tasting, dancing, live music by local band Split Decision, and fantastic prizes.

Proceeds from the event will support the life-saving research and patient service programs provided by the Society here in the Philadelphia area. Since its start in 1993, the Bridesmaids' Ball has raised over \$650,000 for The Leukemia & Lymphoma Society and the tradition continues.

If you would like to join us for this fantastic evening for a good cause, please visit [www.bridesmaidsball.org](http://www.bridesmaidsball.org) for tickets.

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

The Leukemia & Lymphoma Society<sup>®</sup>, headquartered in White Plains, NY, with 68 chapters in the United States and Canada, 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 5.1 million contacts with patients, caregivers and healthcare professionals.

For more information about blood cancer, visit [www.LLS.org](http://www.LLS.org) or call the Society's Information Resource Center (IRC), a call center staffed by master's level social workers, nurses and health educators who provide information, support and resources to patients and their families and caregivers. IRC information specialists are available at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET.

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