



LEUKEMIA &  
LYMPHOMA  
SOCIETY

PINEAPPLE  
CLASSIC 5K



# Participant Packet

**HAVE FUN. GET DIRTY. SAVE LIVES.**

**11.18.18 Marymoor Park, Redmond WA**

**[www.winterpineappleclassic.org](http://www.winterpineappleclassic.org)**

**Fundraising goes towards Research, Education, Patient Services and Advocacy**

- LLS currently invests **\$2.4 million** in local research projects at Fred Hutch.
- We have invested over **\$20 million** in WA state research in the past 15 years.
- LLS funded 15 of the 18 new blood cancer therapies approved by the FDA in 2017.
- Our online Information Resource Center offers articles, web casts, support services and treatment information for patients, caregivers and healthcare professionals.
- LLS provided **\$940,871** in local financial support to 343 patients in WA and AK in FY17.

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# What is Winter Pineapple Classic?



The Leukemia and Lymphoma Society's **Winter Pineapple Classic** is an annual 5k fun run/obstacle course that raises money to find a cure for blood cancer! Many participants dress in costume, and kids 8 and older are welcome to join in the fun. You can participate as an individual, but we think it's more fun with a team of friends! Did we mention you carry a **PINEAPPLE** through the course, and you can **SLINGSHOT** it at the end?!

WPC was started by the Cox family 13 years ago in honor of their son. They wanted to bring some sunshine and happiness to patients, survivors, families and friends during a most challenging time.

Not a runner? That's ok! You can walk the course. Obstacles are not mandatory and if you need to set your pineapple down or have a friend hold it, that's ok too! Just have fun!

## Why Participate?

**Besides from having a ton of fun, you can make a difference for patients**

- LLS funding has supported 60% of all FDA-approved blood cancer drugs since 2000.
- Every **3 minutes** one person in the US is diagnosed with blood cancer (leukemia, myeloma or lymphoma) and every 9 minutes someone dies from it.
- Leukemia causes more deaths than any other cancer among children and young adults under the age of 20.
- Blood cancers are the **#3** cancer killer in North America.



# FUNDRAISING



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### Tips and Tricks for Fundraising

- Be active on social media, the earlier the better. Share WHY you are involved. Post often.
- Utilize the participant center to email past donors and thank current ones.
- Send a letter or email to your holiday mailing list asking for support.
- Host a putt-putt tournament, trivia or game night, take over a restaurant for an evening, host a boot camp, have a bake sale or dinner party. Have some fun and raise some money!
- Our staff is here for you; set a coffee date to go over ideas and strategies.

## PERKS AND PRIZES!

- All participants receive a finisher medal, free snacks and Georgetown Beer!
- Just for fundraising the minimum of \$50 (\$25 for kids 8-17) you will receive a tech T-shirt and Hawaiian meal the day of the event!
- **Become a VIP!** Our Mahalo Club is open the day of event to individuals who raise \$1,500 or more, our top 3 overall fundraising teams and top 3 per-capita teams. The Mahalo club boasts catered food, beverages, WARMTH, games, private access to the beer garden and a custom gift for each VIP.
- Anyone who raises \$150 or more gets to select an item from the incentive store.
- Incentives throughout the campaign include Alaska Airlines tickets and \$200 gift cards!