

Light The Night Teams Fight Cancer

(NAPSA)—Sam Eisenberg is a very lucky little boy. At four-years of age he is in remission from life-threatening acute myelogenous leukemia, thanks to a bone marrow transplant from his twin, Ethan.

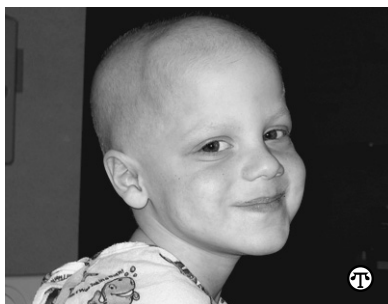
This story begins when Sam's parents, Dana and Dennis Eisenberg, befriended another couple, Jenny and Andrew Scott, at the Dallas hospital where Sam was being treated. The Scott's daughter, Allie, a four-month-old baby at the time, was being treated for the same kind of leukemia as Sam. The two families bonded and then inspired an incredible national happening.

Jenny Scott and Dana Eisenberg both began chronicling their children's stories on the Internet and the outpouring of love and support they received from parents around the country was overwhelming.

Through the shared experience of a life-altering diagnosis of a child with cancer, the couples' friendship grew and they decided, together, to do something in honor of their children. They formed Allie's Angels, a team for Light The Night® Walks, The Leukemia & Lymphoma Society's evening walk to raise awareness of blood cancers and fund research seeking cures. They started with the modest goal of raising \$5,000 for the Society through their local Walk but, through the magic of the Internet, word soon spread.

Before long, supporters around the country were forming more Allie's Angels teams until finally there were more than 60 teams nationwide. Tragically, Allie died in September 2004 at nine months of age but little Sam, now four, is still doing well.

Just a month after Allie died, more than 2,200 people from around the country walked in Allie's name as participants of Allie's Angels teams and raised



Sam Eisenberg

more than \$420,000 for the Society. This was, by far, the most that a national friends and family team had ever raised in Light The Night Walk history.

"It was just amazing," said Jenny Scott. "We started it as this small local event and everybody just took it on and it just took off. My little angel left the world to a heaven where there is no leukemia. She is no longer in any kind of pain. But we're still here on earth, working to fight this disease in her honor."

Now having changed the name to "Friends of Allie," the national team has set a loftier goal for this year's Walks: \$600,000. The Light The Night Walks events are scheduled to take place in the fall, and the Society is already beginning recruitment. Those interested in participating can register, either as an individual or as a team, by going to www.lightthenight.org or by calling (877) LTN-WALK.

Overall, Light The Night raised approximately \$24 million in 2004 for blood cancer research, with about 200,000 people walking in 250 different sites.

Dana Eisenberg is determined to keep the fight going, in honor of both Sam and Allie.

"How can this disease outlast us?" she said. "It can't. I feel if we were able to raise this kind of money and awareness in just eight weeks, what can we do in a whole year? Time will tell."