



LIGHT IT  
**RED** for  
Lymphoma



## WHAT IS *LIGHT IT RED FOR LYMPHOMA?*

To commemorate National Blood Cancer Awareness Month (September) and World Lymphoma Awareness Day (September 15), the Lymphoma Research Foundation (LRF) encourages individuals, buildings, landmarks and businesses to shed a light on lymphoma—not only to raise awareness about this type of blood cancer, but also to give hope to those who have been affected by this disease.

## HOW CAN I *LIGHT IT RED FOR LYMPHOMA?*

It's easy for businesses, buildings, landmarks, retail locations, schools, universities, restaurants and even individuals to Light it Red for Lymphoma! Simply change your light bulbs from white to red, wear red clothes, raise awareness on social media and more (suggestions on next page).

## LIGHT IT RED FOR LYMPHOMA IN THE **WORKPLACE**

- Light your building, restaurant, store or office red using red bulbs, red gel filters, or red balloons and decorations
- Download free resources at [lymphoma.org/HowToLIR](http://lymphoma.org/HowToLIR) to give to employees and hand out in a public location
- Have a dress down/wear red day on World Lymphoma Awareness Day (September 15) and share on social media with **#LightItRed**
- Download our “LIR Selfie Sign” at [lymphoma.org/HowToLIR](http://lymphoma.org/HowToLIR), take a picture and post it on social media with **#LightItRed**
- Promote *Light it Red for Lymphoma* on social media using **#LightItRed** and inform followers of lighting days
- Print menus on red paper and feature the *Light it Red for Lymphoma* logo prominently with a message about LRF

## FUNDRAISING IDEAS

- Plan a workplace giving event the month of September
- Join Team LRF and sell “LRF” lapel pins to raise funds (visit [lymphoma.org/TeamLRF](http://lymphoma.org/TeamLRF))
- Coordinate a one-time event like a red bake sale or happy hour fundraiser on World Lymphoma Awareness Day (September 15)
- Ask customers to round up their purchases to the nearest dollar at checkout and donate the proceeds to the Lymphoma Research Foundation
- Feature a red drink or food item, or have a “Dish of the Month” and have a percentage of the sales benefit the Lymphoma Research Foundation

To learn more or participate, visit [lymphoma.org/lightitred](http://lymphoma.org/lightitred)



## LIGHT IT RED FOR LYMPHOMA IN SCHOOLS & UNIVERSITIES

- Light your building or classroom red using red bulbs, red gel filters, or red balloons and decorations
- Download free resources at [lymphoma.org/HowToLIR](http://lymphoma.org/HowToLIR) to give to faculty and students and hand out in a public location
- Encourage students, faculty and all school staff to wear red on World Lymphoma Awareness Day (September 15) and share on social media using **#LightItRed**
- Download our “LIR Selfie Sign” at [lymphoma.org/HowToLIR](http://lymphoma.org/HowToLIR), take a picture and post it on social media with **#LightItRed**
- Promote *Light it Red for Lymphoma* on social media using **#LightItRed** and inform followers of lighting days
- Encourage students to host awareness and fundraising events

## FUNDRAISING IDEAS

- Join Team LRF and create a school-wide fundraiser throughout the month of September like a red bake sale, walk-a-thon, sports tournament or fundraising concert (visit [lymphoma.org/TeamLRF](http://lymphoma.org/TeamLRF))
- Share your photos and fundraising results with LRF

To learn more or participate, visit [lymphoma.org/lightitred](http://lymphoma.org/lightitred)



# ADDITIONAL RESOURCES

## BECOME A PARTNER

### Sponsor

*Light it Red for Lymphoma* Sponsors are businesses and companies that participate in *Light it Red for Lymphoma* through outreach and monetary support. All Sponsor logos are prominently displayed on [lymphoma.org/LightItRed](http://lymphoma.org/LightItRed).

### Lighting Partner

*Light it Red for Lymphoma* Lighting Partners are buildings and landmarks across the globe that light on World Lymphoma Awareness Day (September 15) or throughout the month of September. All Lighting Partners are listed on [lymphoma.org/LightItRed](http://lymphoma.org/LightItRed).

### Community Partner

*Light it Red for Lymphoma* Community Partners are organizations and national and local businesses committed to raising awareness for lymphoma and all blood cancers during National Blood Cancer Awareness Month. Community Partners are encouraged to take advantage of any and all promotional channels, including store and business locations, social media, websites, as well as print and digital communications to promote their partnership with LRF and raising public awareness of blood cancer. All Community Partners are listed on [lymphoma.org/LightItRed](http://lymphoma.org/LightItRed).

To learn more about or become a Sponsor, Lighting Partner or Community Partner, please contact [LIR@lymphoma.org](mailto:LIR@lymphoma.org).

## CREATE A FUNDRAISER

### Team LRF

To start an online fundraiser or sell LRF lapel pins, contact [teamlrf@lymphoma.org](mailto:teamlrf@lymphoma.org).

### Mail Offline Donations To:

Attn: Light it Red for Lymphoma/Team LRF  
Lymphoma Research Foundation  
Wall Street Plaza  
88 Pine Street, Suite 2400  
New York, NY 10005

To learn more or participate, visit [lymphoma.org/lightitred](http://lymphoma.org/lightitred)