



Do you know we're closer than ever to cancer cures?

Since its founding 70 years ago, The Leukemia & Lymphoma Society (LLS) has led the charge for blood cancer cures, and we're seeing the impact today, with new approaches to research and unparalleled, free education and support services for patients and families.

As a global leader in the fight to end blood cancer, LLS has invested nearly \$1.3 billion in cutting edge research worldwide, **fueling virtually every critical advancement in blood cancer treatment** spanning the most promising science, including immunotherapy and personalized medicine.

Many of these groundbreaking treatment approaches are now being tested in **clinical trials** for other cancers and diseases.

That's why we say *Beating Cancer is in Our Blood*.

But new treatments can help patients only if they have access to them. LLS is taking on the high cost of cancer care so that patients don't have to worry about paying their rent or mortgage while they're dealing with a cancer diagnosis and treatment.

This PSA campaign – called "Cancer Cured" – is a bold statement about the impact LLS is having on the cancer landscape. The spots aim to stop people in their tracks and drive home the message that there's hope. At the same time, LLS recognizes there's much more work to be done, and we encourage viewers to visit our website to learn more.

The LLS mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the lives of patients and their families. While we have made great progress, blood cancers are the second leading cause of cancer deaths in the U.S. For more information go to www.lls.org.