Please use the following assets to help guide your social media activity for your Big Climb participation.

Don’t forget to personalize and share your own stories, photos and experiences as much as possible as well.

Click on the images to download to your phone or computer.

FOLLOW THE LEUKEMIA & LYMPHOMA SOCIETY
**FACEBOOK**
I'm stepping 🔁 to take cancer 🔽 by participating in the #BigVirtualClimb on June 13th joining @LLSusa in taking steps towards a world without blood cancer. Your support will help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Donate: [Add your fundraising link here]

**TWITTER**
I'm stepping 🔁 to take cancer 🔽 by participating in the #BigVirtualClimb on June 13th joining @LLSusa in taking steps towards a world without blood cancer. Your support will help me reach my fundraising goal! Please consider supporting me and those fighting blood cancer. Donate: [Add your fundraising link here]

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*Include your fundraising page in your link in bio*
GRAPHIC 2 – SUGGESTED SOCIAL COPY & VISUAL

FACEBOOK
I’m climbing the #BigVirtualClimb to help conquer blood cancer on June 13th! Big Climb helps @LLSusa support cutting edge projects in the most promising areas of cancer research. Did you know...

▲ Approximately 40% of new cancer therapies approved by the FDA since 2000 were first approved for a blood cancer?
▲ These have led to breakthrough treatments for other cancers and serious diseases.
Your can help me make a difference in the fight against blood cancer! Thank you for your support:
[Add your fundraising link here]

TWITTER
I’m climbing the #BigVirtualClimb to help conquer blood cancer on June 13th! My participation helps fund cutting edge cancer research projects by @LLSusa that have led to breakthrough treatments. Support my climb:
[Add your fundraising link here]

INSTAGRAM
I’m climbing the #BigVirtualClimb to help conquer cancer on June 13th! Big Climb helps @LLSusa support cutting edge projects in the most promising areas of cancer research. Did you know...

▲ Approximately 40% of new cancer therapies approved by the FDA since 2000 were first approved for a blood cancer?
▲ These have led to breakthrough treatments for other cancers and serious diseases. Join the fight against blood cancer! Thank you for your support by donating to my fundraising page in the link in my bio.

*Include your fundraising page in your link in bio
Our goal? ZERO minutes. That's why I am teaming up with @LLSusa, climbing the Big Virtual Climb to conquer cancer. Support me as I step up to take cancer down! Visit my page to donate today: [Add your fundraising link here]
FACEBOOK
With every step, we remember those who are fighting blood cancer and those whom we have lost. I'm honoring (relation, name) by taking on the Big Virtual Climb on June 13th with @LLSusa. With your support, together we can conquer cancer. Donate today: [Add your fundraising link here]

TWITTER
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*Include your fundraising page in your link in bio
*Add your fundraising page in your link in bio on Instagram*
ALL HI-RES VISUALS CAN BE FOUND HERE
We have one goal: A world without blood cancers