**NEWS RELEASE**

 For Immediate Release

**Contact:**

Holly Lowzik

Holly.lowzik@lls.org

**The Leukemia & Lymphoma Society (LLS) Presents
Julia Howe of 20th Century Fox Home Entertainment
with National Digital Media Award:**

**Recognizing the Role of Media in Fighting Cancer**

**(Los Angeles, CA September 4, 2018)-** Each year, the world’s largest non-profit dedicated to fighting blood cancers, The Leukemia & Lymphoma Society (LLS), recognizes the outstanding efforts of print, radio, television and digital media professionals through its National Media Awards.

The LLS California Southland Chapter is thrilled to announce that entertainment executive Julia Howe of 20th Century Fox Home Entertainment has been awarded the LLS Digital Media Award for championing the creation of a 30 second Public Service Announcement (PSA) in Spanish featuring Ferdinand the Bull (<http://www.lls.org/ferdinand>). The PSA raises awareness of LLS and was promoted nationally on social media and shared on national Spanish-speaking television stations. The PSA aims to raise awareness of LLS given the elevated risk of leukemia among Latino children.

Award recipients not only strive for excellence in supporting and fundraising, but they’re also educating and informing the public of LLS and its mission - to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

“The Leukemia & Lymphoma Society is at the forefront of cancer cures, and we’re honored to have the opportunity to work with talented and compassionate advocates such as Jon Mosier and the team at 20th Century Fox Home Entertainment,” says Shannon Sullivan, LLS California Southland Chapter Executive Director. “Together, we’re helping millions impacted by cancer.”

LLS acknowledges media across the country that promote public awareness by:

* Directly referencing LLS by name and its mission
* Sharing stories about specific patients and patient support groups
* Sharing information about LLS programs and services
* Sharing stories of LLS fundraising activities and events

Media categories include:

* Excellence in Print
* Excellence in Radio
* Excellence in Television
* Excellence in Digital Media

To learn how you can become part of The Leukemia & Lymphoma Society family, contact LLS California Southland Chapter at 310-342-5800 or [www.lls.org/california-southland](http://www.lls.org/california-southland).

**About The Leukemia & Lymphoma Society**

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to fighting blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

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