



MWOY CAMPAIGN NEWS

July 9, 2015

PROSPECTIVE 2016 CANDIDATES SET TO BECOME CHAMPIONS

Once again, community and business leaders from across our region are being sought to participate in an exciting 10-week quest to support the Leukemia & Lymphoma Society (LLS).



Each dollar raised for LLS counts as a "vote," and the Champion of Hope with the most "votes" will be crowned the 2015 Man or Woman of the Year.

We are excited to share the news that we already have a half-dozen individuals in Miami and Fort Lauderdale who have expressed interest in becoming a 2016 Champion of Hope!

We will again conduct campaigns in Fort Lauderdale and in Miami, respectively.

If you would like to nominate a 2016 Champion of Hope, please contact us via e-mail! Our addresses appear below.



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LEUKEMIA & LYMPHOMA SOCIETY®

MAN & WOMAN OF THE YEAR 2016

South Florida Edition
Volume 2, Issue 1

A HEARTY 'THANKS' TO OUR CHAMPIONS OF HOPE

Wow ... can you believe it? The 2015 Man & Woman of the Year campaign has now concluded. We've tallied up the numbers, verified our math, triple-checked our data, and can tell you that across three events (Fort Lauderdale, Miami and Puerto Rico), our candidates raised **more than \$700,000** for cures for blood cancer patients, patient education, support services, advocacy, and more right here in our community!

"We are extremely proud of our 2015 Man & Woman of the Year Winners, our Champions of Hope candidates, our campaign chairs, our campaign committees, and our LLS Staff for all of the time, dedication, and passion dedicated to our mission," says Carolyn Cauceglia, chair of the LLS Board of Trustees and VP of Amadeus North America.

Nationally, 900 Champions of Hope raised \$32 million for LLS. The national average raised per candidate was \$35,555; our chapter candidates raised on average \$50,000.

CONGRATULATIONS TO OUR CROWNED CHAMPIONS



- **Alex Pinelo**, VP of Key Accounts at Norwegian Cruise Line (center), earned the title of 2015 Miami Man of the Year by successfully raising more than \$176,500! He's shown here celebrating with NCL colleagues and team

captains Shanel Knight-Tarver and Todd Hamilton.

- **Casey Munck (right)**, a 2014 Miami Champion of Hope, returned for our 2015 campaign and took home the crown! Casey raised more than \$83,500, putting her two-year total fundraising at \$159,500.



Photo credit: Valerie Sands, V Sands Photography

- **Brian Koch (left)**, a shareholder at Greenberg Traurig, was crowned 2015 Fort Lauderdale Man of the Year following a 10-week campaign in which Koch raised close to \$44,000. Koch became a Champion of Hope in memory of his mom, Bonnie.

- Interior Designer **Frances Herrera (at right)** was crowned 2015 Fort Lauderdale Woman of the Year by raising close to \$22,000 for LLS. She's shown here receiving the crown from 2014 Fort Lauderdale Woman of the Year Michelle Fee. Looking on is 2015 Boy of the Year Josue Cruz.



2015 Journey of Hope Gala, Westin Fort Lauderdale Beach Resort



**LLS SAYS
THANKS TO THE
FOLLOWING
SPONSORS FOR
THEIR SUPPORT:**



We also give special thanks to our legacy sponsors, for their unyielding support of the Man & Woman of the Year program across South Florida



Mark Beausoleil Enters Inaugural Champions Circle of Hope as 2015 Corporate and Individual Philanthropist of the Year

Mark Beausoleil, First Senior Vice President and Director of Retail Banking Sales and Service at AmTrust Bank, was honored at the 2015 Miami Man & Woman of the Year Journey of Hope Gala as LLS's 2015 Corporate and Individual Philanthropist of the Year.



Beausoleil is the Corporate Walk Chair for the 2015 Fort Lauderdale Light the Night Walk and

served as the honorary walk chair for the 2014 Walk.

This inaugural award was presented for Beausoleil for demonstrating exceptional achievement as a community leader.



ROBERTO MUÑOZ SALUTED AS LLS 2015 MIAMI PHILANTHROPIST OF THE YEAR

Roberto R. Muñoz, South Florida Market President at BBVA Compass Bank and a 2011 LLS Miami Champion of Hope, was presented the award of 2015 Miami Philanthropist of the Year during the Journey of Hope Gala held June 6 at the Trump National Doral Miami.

Muñoz is a past board member of LLS, and has held many local board and leadership positions for local not-for-profit organizations in South Florida over the years, including The Zoological Society of South Florida, United Way, and Miami-Dade Education Foundation.

The honor makes Muñoz an inaugural member of the Leukemia & Lymphoma Society Champions Circle of Hope, which salutes the philanthropic efforts of local business and community leaders who have demonstrated exemplary support in the fight against blood cancers.



LLS thanks the following sponsors for their generous support of the Man & Woman of the Year Journey of Hope Gala



2015 Journey of Hope Gala, Trump National Doral Miami



LLS SAYS THANKS TO THE FOLLOWING IN-KIND SPONSORS FOR THEIR JOURNEY OF HOPE GALA SUPPORT:



ALAIN MARTINEZ PHOTOGRAPHY



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WANTED

MAN & WOMAN OF THE YEAR CANDIDATES



LEUKEMIA &
LYMPHOMA
SOCIETY®

**MAN & WOMAN
OF THE YEAR 2016**

**CRIMES:
CARING TOO MUCH
HELPING FIND A CURE FOR CANCER
SUPPORTING THE LEUKEMIA & LYMPHOMA SOCIETY**

**SUSPECTS ARE ARMED WITH OUTSTANDING COMMUNITY RELATIONSHIPS,
DYNAMIC PERSONALITIES AND A STRONG DESIRE TO HELP.**

**REPORT ANY SUSPICIOUS BEHAVIOR TO JENIFER MARQUART
E-mail: jenifer.marquart@lls.org
Phone: 954-744-5234**

REWARD - PRICELESS

Learn more about the Man & Woman of the Year
campaign by visiting www.mwoy.org/sfl



LLS IN THE MEDIA

The Southern Florida Chapter of the Leukemia & Lymphoma Society serves Miami-Dade, Broward and the Florida Keys.

Sharing our stories with local media is a key part of making someday happen TODAY.

To inquire about coverage of LLS events and activities, please contact Adam R Jacobson at adam.jacobson@lls.org





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