

Charleston Pierce Hopes to Be Leukemia and Lymphoma Man of the Year

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Hopes to Raise \$100,000 by May 10

By Wade Woods

Charleston Pierce has been nominated for the Leukemia & Lymphoma Society Man & Woman of the Year Award. By accepting this nomination on March 6th, Pierce is engaged in a 9-week fundraising campaign to raise funds for the society. His goal is to raise \$100,000 by the Society's May 30th Grand Finale, a



Charleston Pierce

lavish black tie event at San Francisco's Palace Hotel. Charleston Pierce says "he accepted this nomination because it is my way of contributing to the fight against blood cancers and helping to improve the quality of life of the patients and their families". Pierce continued

" You might ask why is this fight so important to me? When I was approached to participate, I was immediately on board. My mother lost her courageous battle to Leukemia in 1999. A dear friend of mine also battled Leukemia. Fortunately, she is in remission. Their brave fight against this disease has inspired me to contribute to this great cause. I want future patients to be able to benefit from patient services that were offered to my mother and my friend during this difficult time. I appreciate how valuable these services and support are in finding strength to battle whatever odds are against you. All human life is precious and we should all be passionate towards finding a cure."

Each year the Man & Woman of the Year honors a Boy & Girl of the year. This year the Society honored Lauren Bishop, a eight year old successfully in remission and Zach Thomas, a six year old successfully battling Burkitt's Lymphoma. Pierce recently met Lauren and Zach and says what struck him about both children was their strength and appreciation of others and life. Pierce asks the community to join him in honoring these two children and his mother and friend by helping to raise funds for the Leukemia & Lymphoma Society.

Donations will go towards funding a wide range of programs and services as diverse as

the people impacted by these blood cancers. The Society's research programs include funding scientists at UCSF, UC Berkeley and Stanford University, as well as supporting the Specialized Center of Research and Therapy Acceleration Program. The Leukemia & Lymphoma Society (LLS) funds family support groups such as their First Connection Program that allows patients in remission to guide and inspire newly diagnosed patients, as well as supporting a Financial Assistance program that provides recipients with up to \$500 a year for outpatient transfusions, drugs and transportation costs. Lauren, Zach and their families are benefiting from these services right now, while they are in treatment. This is only a fraction of the type of programs and services LLS offers to those fighting these cancers.

HOW CAN YOU HELP?

- Purchase tickets to the Gala Grand Finale Black & Red Ball at the Palace Hotel on May 10th. Tickets are just \$150 per person for a full evening of hosted cocktails, hors d'oeuvres, wine, dinner and dancing to a full orchestra. Visit www.acteva.com and put in keyword "leukemia."
- Attend Pierce's fundraising events and the all-candidate Monte Carlo Night.
- Monte Carlo Night, April 17th, purchase tickets under his name at www.montecarlonight.org
- 5 Designers & A Poodle Fashion Show, Weds, April 30th, location TBD (location is Temple, located at 2nd & Howard). VIP tickets: \$100 (includes hosted wine, champagne & hors d'oeuvres), General: \$50. Tickets: <http://www.acteva.com/go/poodle>.
- Fashion Show Pre-Party at the African American Art and Culture Complex, Weds, April 23rd, 6:30 - 9:00 pm. Details TBD, visit <http://www.aaacc.org>.
- Make an online or check donation to his campaign and to purchase tickets to all of events, visit: www.acteva.com/go/charleston. You may mail a check to 1390 Market Street, Suite 1200, San Francisco, CA 94102. Please be sure to put Charleston Pierce in the memo area.