



**Cadence Sports Partners with the South Central Texas Chapter of
The Leukemia & Lymphoma Society**

***Annual Light the Night Walk funds life-saving research
in the treatment of blood cancers***

Austin, TX - The South Central Texas Chapter of The Leukemia & Lymphoma Society® (LLS) has retained Cadence Sports to manage the event planning and execution for the 10th annual Light the Night Walk, scheduled for Saturday, October 22, 2011.



Light The Night Walk events are evenings filled with inspiration, bringing light to the dark world of cancer. During this leisurely walk, participants carry illuminated balloons: white for survivors, red for supporters and gold in memory of loved ones lost to cancer. The event helps the thousands of walkers, including men, women and children, form a community of caring.

"We are honored to partner with LLS's South Central Texas Chapter. The Light the Night Walk impacts so many in central and south Texas. We are excited to play a role and incorporate our production capabilities," said Gary Metcalf, President of Cadence Sports.

"Cadence Sports' proven record as a leading sports management company will help us deliver an amazing experience to our participants, volunteers, spectators and supporters. This experience will enable LLS to generate significant funding for blood cancer research," said Veronica Glass, Sr. Campaign Manager.

More information about the event can be found at: www.lightthenight.org/sctx

About Cadence Sports:

Cadence Sports, Inc. is a full-service sports management company based out of Austin, TX. They specialize in the planning, promotion and production of single/multi-day and multi-jurisdictional cause-related events. The Cadence passion is two-fold; the planning and production of the events themselves, along with the coinciding causes they support. Cadence believes in establishing a true partnership with cause-related clients, their constituents and volunteers, so that events are a rewarding experience for all parties involved.

<http://www.cadencesportsonline.com>

About The Leukemia & Lymphoma Society:

The mission of The Leukemia & Lymphoma Society® (LLS) is: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS is the world's largest voluntary health agency dedicated to blood cancer. LLS funds lifesaving blood cancer research around the world and provides free information and support services. <http://www.lls.org/>

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