

Written by Lindsey Clinkingbeard

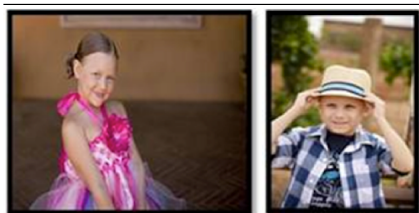
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Erica Anderson is a member on the Board of Trustees for The Leukemia & Lymphoma Society's Arizona Chapter. This year, she is also co-chair of their Man & Woman of the Year Campaign. This campaign is a fundraising competition among a select group of individuals in the Valley who are united by one goal: to use their leadership skills to raise funds to help blood cancer patients live longer and have more fulfilling lives. Here, AFM interviews her about all that is this amazing competition.

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Pictured above: Jack Welch and Elizabeth Blair as the Boy & Girl of the Year

## **AFM: What is the Man & Woman of the Year Campaign?**

EA: Each year we honor two dynamic candidates in a competition to earn the title of The Leukemia & Lymphoma Society's "Man & Woman of the Year" by raising funds for blood cancer research. This 10-week fundraiser helps our mission to find a cure for leukemia and lymphoma, and to improve the quality of life for patient's battling this disease. These goal-oriented candidates are also compassionate, as their efforts to raise money for our organization means invests in saving other people's lives.

## **AFM: Who are the Boy & Girl of the Year?**

EA: The Boy & Girl of the Year for 2014 are Jack Welch and Elizabeth Blair, and they are the heart and inspiration for the campaign. The Boy & Girl of the Year are local blood cancer patients who motivate the candidates during the campaign period. For those who do not have an inspiration, these kids are it. These two are so incredibly positive and remarkable under the circumstances they are living under. The campaign contributions have an effect on their lives, and this motivates the contestants to work even harder for them.

## **AFM: What are two celebrations that take place during the campaign?**

EA: We host a kickoff celebration and the Grand Finale. The kickoff celebration marks the beginning of the fundraising period, and is a great opportunity for candidates to socialize, network, and enjoy refreshments. Attendees meet the candidates, honorees, and the Boy & Girl of the Year. The Grand Finale, this year set to take place at the Talking Stick Resort & Casino on May 16, celebrates all of the candidates' collective efforts while enjoying food, cocktails, and music with their friends. The Finale also features a live-auction where attendees bid on items that continue to count as points for the winners. After a nerve-racking tally at the end of the evening, we announce the Man & Woman of the Year winners.

The Leukemia & Lymphoma Society is still looking for candidates for their 2014 Man & Woman of the Year Campaign. To nominate a candidate, email [liz.caplan@lls.org](mailto:liz.caplan@lls.org), or visit their website [here](http://lls.org).

To learn more about the national organization, please visit [lls.org](http://lls.org).

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