

West Marine Partners with the Leukemia & Lymphoma Society for October 2017 In-Store Fundraiser

*West Marine Will Sell Paper Sailboats to Customers Wishing to Make a Donation to the Leukemia & Lymphoma Society
Fundraiser Coincides with Leukemia Cup Regatta*

Watsonville, Calif., September 18, 2017 – West Marine, the world’s premier Waterlife Outfitter, is pleased to announce once again their partnership with [The Leukemia & Lymphoma Society](#) (LLS) that will take place at all West Marine locations from Oct 1-31. Throughout the month, West Marine will offer customers the opportunity to donate to the LLS by purchasing a paper sailboat that they can then add their name to and display in the store where the donation was made.

A very successful similar program that took place in Sept. 2016 and raised over \$44,000, the fundraiser is held in conjunction with the Leukemia Cup Regatta, a series of sailing events held at yacht clubs across North America. Participants seek donations from friends, co-workers, family and companies to sponsor their boat. Funds raised help with life-saving research and patient services bringing hope to patients and their families. Since the inception of the Leukemia Cup Regatta in 1988, over \$62 million have been raised to help advance the LLS mission.

“West Marine is once again thrilled to participate in the LLS Leukemia Cup Regatta” says Deb Radcliff, West Marine Senior Vice President, Marketing. “The response we had last year from our associates and customers was very inspiring. The Leukemia & Lymphoma Society efforts to accelerate cancer cures and their commitment to excellent patient services is extraordinary.”

Gary Jobson, the National Chairman of the Leukemia Cup Regatta, is a lymphoma survivor. “The support of West Marine and the sailing community has been vital towards enabling LLS to help more patients and their families who are on the front lines of the cancer battle. I am living proof of the research and treatment advances.”