



For Immediate Release

ULTIMATE CELEBRATION AUCTION ON WTOP TO HELP IN THE FIGHT AGAINST CANCER

What: LLS Ultimate Celebration Auction
When: June 12, 2008, 5:00 – 6:00 p.m.
Where: On Air with WTOP, 103.5 FM
Who: Dan Cole and Two Degrees of Difference
Why: Fundraising Support for the Leukemia & Lymphoma Society

To help in the fight against cancer, WTOP will conduct an on-air auction to raise money for the Leukemia & Lymphoma Society (LLS). The auction item will be an “Ultimate Celebration Package” valued at \$22,400 consisting of:

- Band/DJ, photography and videography for the winning bidder’s own special event, courtesy of Washington Talent, Photo and Video;
- Round-trip private flight from Montgomery County Airpark to Nemaquin Woodlands Resort, near Pittsburgh, Penn., courtesy of Open Air; and
- Accommodations for five nights at Nemaquin Woodlands Resort plus a \$2,000 resort credit good for food/beverage, spa, greens fees, tennis, biking, skiing, tubing and more, courtesy of Nemaquin Woodlands Resort.

Two representatives from the LLS will be on-site at WTOP during the auction to take phone calls, answer blood cancer-related questions and fill out credit card charge forms for fundraising donations and auction bids.

Produced by Dan Cole and his team, Two Degrees of Difference, the Ultimate Celebration Auction fundraising will go to the LLS, which has nominated Cole to be a candidate for the Society’s Man & Woman of the Year campaign. Money raised during Cole’s campaign events benefits the LLS’ mission to cure blood cancers, the leading disease killer of Americans under age 20, and to improve the quality of life for patients and their families.

About Two Degrees of Difference:

As part of the LLS Man & Woman of the Year Campaign, Two Degrees of Difference comprises some 30 individuals joined together to raise money for the cure of cancer. Dan Cole, our Man of the Year candidate for the National Capital Area Chapter, leads the campaign. Cole has run successful fundraising

Dan Cole

*Leukemia &
Lymphoma Society
Man of the Year
2008 Candidate*



**MAN &
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campaigns for the past two years. In 2006, he completed his first marathon and raised more than \$22,000 to support the Whitman Walker Clinic and the services it provides to those suffering with AIDs. In 2007, he finished his second marathon and once again raised more than \$20,000 in support of the LLS through his race training. The 2008 campaign runs April 10-June 14. More campaign information and donation links can be found on the team's website, www.twodegrees.org.

Media Contact:

Lisa Fasold, lfasold@gmail.com, 703-509-1124 cell

Dan Cole

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