

For Immediate Release

Sarah Abbott, sarah.abbott@lls.org 770.378.0911
or Alana Kootsikis, alana.kootsikis@lls.org 404.720.7829

CARTER'S RAISES OVER \$450,000 FOR THE LEUKEMIA & LYMPHOMA SOCIETY THROUGH THE LIGHT THE NIGHT WALK CAMPAIGN

ATLANTA, October 21, 2009 – Carter's, Inc., the largest branded marketer of young children's apparel in the United States, has raised more than \$450,000 nationwide this year, \$300,000 of that here in Georgia, to benefit The Leukemia & Lymphoma Society through its annual Light The Night Walk. Since Carter's began their involvement with the event in 1999, the company has raised more than \$2 million! More than 1,000 employees recently participated in the Society's Light The Night event in Atlanta on October 10th at Centennial Olympic Park--- raising money to find cures for cancer and provide critical support to patients and their families.

"Carter's is a special company with incredibly special employees," says Charlie Whetzel, Executive Vice President and Chief Sourcing Officer at Carter's. "Leukemia causes more deaths than any other cancer among small children. Carter's is a children's company and we fully support the battle to find a cure! Every year I am more amazed to see the enthusiasm of our employees, their families and friends who support this wonderful cause. Finding a cure for leukemia and lymphoma has become ingrained in our culture. Since 1999, Carter's has raised over \$2 million to cure blood cancers. We are proud to be making a difference in people's lives."

Light The Night is the Society's annual walk held in the fall in communities throughout the country to raise money for blood cancer research and patient services. Teams of co-workers, families and friends walk together in twilight holding illuminated balloons – white for survivors, red for supporters and gold for loved ones lost. This year's Walk in Atlanta raised nearly \$1.3 million and combined with other walks across the state in Albany, Athens, Augusta and Savannah, the walk raised more than \$1.8 million in 2009.

"Every five minutes someone in the United States is diagnosed with leukemia, lymphoma or myeloma," said Dick Brown, Executive Director of The Leukemia & Lymphoma Society's Georgia Chapter, "The employees of Carter's are making a dramatic difference in the path that each of these people will take. Carter's is the epitome of a company that cares about the people they serve and its unprecedented support of our cause funds critical research that saves people's lives."

To learn more about Light The Night, visit www.lightthenight.org/ga.

About The Leukemia & Lymphoma Society

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

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