



Leuk-OUT swimathon

**To benefit Leukemia & Lymphoma Society and
the Hillcrest Historic Foundation**

Come watch us swim eleven miles to celebrate the eleven years
since Sami Petrucciani's successful Bone Marrow Transplant.

After all of the hard work is done, we are converting this
swimathon into a luau themed pool party.

Come out and join us for swimming, food, drinks, live
entertainment and dancing!

JUNE 25, 2016

**someday
is today**



LEUKEMIA &
LYMPHOMA
SOCIETY®
fighting blood cancers



**Goal: Raise
\$60,000 to knock
Leukemia OUT!!**

**Celebrate our
success at a pool
party at Hillcrest
Country Club**

**Limited one of a
kind live auction
items**

**Great Live Band –
Greta Speaks**

**Food, Drinks,
Dancing,
Swimming and
Awesome Energy!**

LEUK-OUT LUAU
6098 Fall Creek Road
Indianapolis, IN
46220

www.Leuk-OUT.com

June 25, 2016
Laps start 5:30pm
Bars open 6:00pm

THE ASK:

What	Description	Comments
Swim	You, a family member or a friend can help us swim laps. Todd Petrucciani is managing the swimmers – contact him at TCPetro@aol.com	We walk you through the setup, and we get you a template email to send to your friends, family, and network. The system does the rest.
Pledge	Pick one or more of our swimmers and donate money for their effort of swimming those laps	See www.Leuk-OUT.com and press the “Swimmer Flyer” button near the bottom for details
Sponsor	We need corporate sponsors. We have Gold and Silver levels with some nice amenities.	See www.Leuk-OUT.com and press the “Sponsor Flyer” button near the bottom for details
Celebrate	We would like a minimum of 200 people at this pool party. We have general admission tickets and some VIP tickets available with some cool benefits.	We have set up a discount code if you prefer to use one. Enter code “Early Bird” at checkout when buying tickets – go to www.Leuk-OUT.com for details.
Donate	We need more silent auction items. If you own a business or know a business owner that would consider donating to a great cause, please put them in touch with Lori.	Lori Petrucciani is managing the auction items and can be reached at Ljpetro1@comcast.net
Spend	There will be a silent auction and a live auction. The silent auction can be done in person at the party or on your phone.	Check out www.Leuk-OUT.com and use the “Silent Auction” for more information or text “Leukout2016” to 24700 to use your phone
Spend – part 2	There will be a short live auction of a limited number of really cool items.	Please come to the event and bid on one of these awesome items
Pass it on	You most likely know someone who was affected by Leukemia or Lymphoma. We just ask for you to pass on the information, as that person may want to swim, pledge, sponsor, celebrate or help us in some other way.	Send your friends/contacts information in the form of the website (www.Leuk-OUT.com) or twitter (@LeukOutSami) or facebook (LeukOutSami)
Prove the Model	We think that the Foundation can help other charities raise more money while raising money for itself	If this model works out this year, next year we will expand to include other clubs and pools and make our target much bigger!
Read the Details	Only if you want to ...	Of course, read the details if you need more convincing ...

HILLCREST MEMBERS:

This year I was able to get the Hillcrest Historic Foundation (HHF) to partner with the Leukemia & Lymphoma Society (LLS) to put on a party/fundraiser at the end of June.

This is an important fundraiser to me and my family ... my oldest daughter, Sami, was stricken with a nasty form of Leukemia known as Acute Myeloid Leukemia (AML) when she was about to turn 12. The best option to defeat AML was a Bone Marrow Transplant (BMT). She underwent her BMT on May 13, 2005.

The idea was to celebrate the 11th anniversary of Sami's BMT. We will celebrate with a party at Hillcrest, of course, but not until we swim one mile for each year. Yes, that means the volunteering swimmers will swim a combined 11 miles on Saturday, June 25, 2016. Here are some details/information for the membership:

Personal Impact:

- For those of you who know me, you know how big of a deal that Sami's battle with Leukemia was to me and my family. I really want to give those that have to battle blood cancers better odds and better support by assisting LLS.
- Hillcrest has been a part of my life since my parents joined in 1974, and I have been President of HCC for coming up on four years. I know that the country club industry has gone through major changes since then, and I think it is really important to make the financial stability of the club a high priority.
- ***I would really appreciate your participation in any form – thank you in advance!***

Hillcrest Impact:

- The HHF is a beneficiary of this event. The better the participation of the Hillcrest membership, the more the Foundation can support Hillcrest.
- With all of the party setup and swimming, please be patient with us and prepared for impact to the pool. The Hillcrest swimming pool is going to get very busy around 4:00pm as the swimmers get ready to swim.
- At around 5:00pm, Sami will officially start the swimmers to begin their quest to swim a combined 11 miles (775 lengths). To ensure we get that done, our target is 400 laps (down and back) in the pool.
- The swimming should be done in under two hours. As the swimming finishes, it will transition into a party.
- Wristbands will be used to distinguish Leuk-OUT attendees as General or VIP Admission. Please bear with us as the traffic increases at the pool.

Tax Impact:

- HHF and LLS are both 501(c)(3) organizations, so donations are tax-deductible. Please consult with your tax advisor to see what is best for your situation.

How to Participate - Individually:

- If you want to swim or know someone who does, please contact my brother Todd Petrucciani at tcpetro@aol.com. You can even have your child swim – we can walk you through setup in minutes - we have a template email for you to request support for you or your child. The more sponsorship money you raise, the more free tickets to the event you can earn.
- There will be appetizers, cash bar, a live band and a dessert buffet set up in the pool area. This is a good chance to show off our facilities to your friends/family.
- General Admission tickets are \$50 and VIP tickets are \$150. Early bird prices are available for \$40/\$125 by using promo code “Early Bird” at checkout.
- VIP tickets will have open bar and a VIP-only wine and bourbon tasting at the beginning of the event. Stay tuned for more VIP level amenities!
- We will have a silent auction set up in the President’s Room, and the VIP activities will be held in the VIP room (Legacy Room).
- We have a short/exclusive list of live auction items that you won’t want to miss.
- Help us show the other clubs and charities that this is a model that can work wonders for giving back!

How to Participate - Corporately:

- Gold and Silver Corporate sponsorships are available.
- Align your company with a great cause
- Get recognition on social media (with LLS as well as Leuk-OUT), event signage, event brochures, event communication and participation in VIP events

What if you can’t be there on June 25th?:

- Visit www.Leuk-OUT.com
- Sponsor one or more swimmers – to post your donation or see our progress, simply visit <http://events.lls.org/pages/in/leukout>
- Buy tickets for friends or family at <http://leukout2016.auction-bid.org/>
- Buy a silent auction item – you can do that from anywhere – more information on the site at <http://leukout2016.auction-bid.org/> or text “Leukout2016” to 24700 to use your phone instead of your computer.
- Donate something cool/amazing/unique as a live auction item.
- Tell someone you know about this event ... or ... tell everyone you know!