

## Westfield Firm Plans “Light the Night”

Westfield event planning firm Ginger & Co. plans event for Leukemia & Lymphoma Society.

by Ginger Berman  
Community contributor

This month, the New Jersey chapter of the Leukemia & Lymphoma Society, located right in Cranford, will raise \$1.9 million to cure blood cancers at five Light the Night Walks taking place throughout the state of New Jersey. These donations are used to provide patient support services, to help those in need gain access to lifesaving treatments, and to fund very promising research.

Light The Night Walk is the Leukemia & Lymphoma Society’s fundraising event to pay tribute and bring hope to people battling cancer. Walkers carry illuminated balloons – white for survivors, red for supporters, and gold in memory of loved ones lost to cancer, and it makes for a very inspiring evening.

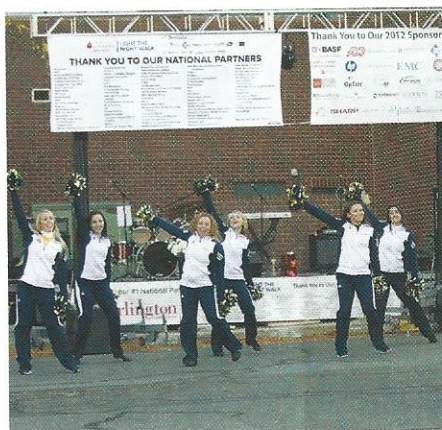
On Saturday, October 19 and Saturday, October 26, more than 10,000 walkers will come together in Long Branch, Morristown, Princeton, Sewell and Verona to celebrate the lives of those lost and living with leukemia, lymphoma, myeloma and Hodgkin’s.

The atmosphere at each Walk is truly one of celebration: as we honor those who lost their lives to blood cancer, so too we honor those who have won their battles.

### Locals Give Back

Since 2010, Events with Ginger & Co. has helped LLS to organize these events, including communicating with 200 vendors and 300 volunteers, and making sure the events go off without a hitch.

It’s inspiring to see local companies donate their time, services, equipment and food and beverage to these events so participants can celebrate months of hard work raising funds for the Leu-



Performers at a recent Light the Night event.  
Photo courtesy of Ginger Berman

kemia & Lymphoma Society. Be it a pizzeria donating some pizzas to feed our top-earning teams, or a florist donating carnations to be used in the program honoring those lost, each donation is heartfelt and much appreciated.

Each event includes a DJ, as well as a live band, kid-friendly entertainment, such as moon bounces, gaming trucks, and clowns and face painters, and ends with a one to two mile walk.

Each Walk simply would not work without the dedicated volunteers, some who come back year after year, and do whatever is needed to provide the most festive of atmospheres.

### About Ginger & Co.

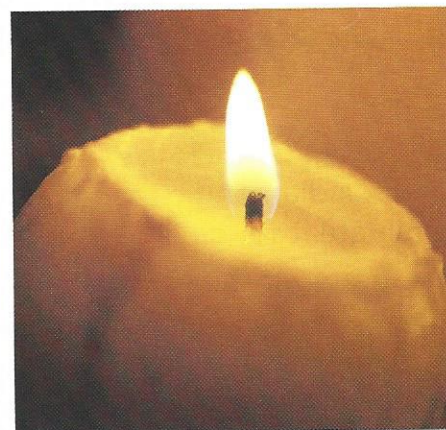
Events with Ginger & Co. has been located in Westfield since 2011. The firm specializes in working with non-profits, corporations and law firms to produce events nationwide, including fundraisers, such as concerts, galas and walks, and multi-day conferences and networking receptions.

Nonprofits receive a discount for our services, as we do our part to support their worthy causes.

Ginger Berman founded Events with



Local residents and lead event planner Amy Ferrone of Ginger & Co.  
Photo courtesy of Ginger Berman



The next Light the Night event is on Oct. 19.  
Photo courtesy of hibou

Ginger & Co. in 2007, and resides in Westfield with her husband and baby. Amy Ferrone, who grew up in Westfield and now lives in Scotch Plains, joined Events with Ginger & Co. in 2011, and is now lead event planner for the Morristown Light the Night Walk.

For more information about the Light the Night walks, including forming or joining a team, visit [www.lightthenight.org/nj](http://www.lightthenight.org/nj). For more information on Events with Ginger & Co., visit [eventswithginger.com](http://eventswithginger.com).