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News

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Monday, January 26, 2004

Part of businessman's book sales to benefit Red Cross

By Paul Swiech
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BLOOMINGTON -- A Bloomington business owner will donate 50 percent of the sales of his new book -- about \$10 a copy -- to the American Red Cross of the Heartland.

Frank F. Lunn of LeRoy wrote "Stack the Logs! Building A Success Framework to Reach Your Dreams" in 2002.

The book is the result of a six-month sabbatical Lunn took from his job as president of Kahuna Business Group while his son, Frankie, battled leukemia at St. Jude Children's Research Hospital in Memphis, Tenn.

Lyn Hruska, Red Cross chapter executive director, thanked Lunn for his generosity and "for his great message of how people need to give back in different ways."



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Lunn said the book is based on wisdom and encouragement from Lunn's late father and was inspired by the courage of Frankie, 10, whose cancer is in remission.

Lunn said he is committed to giving back to charities that helped his family as Frankie fought his illness.

Previously, Lunn announced that 10 percent of book proceeds would be donated to St. Jude. His 50 percent donation to the Red Cross will be in addition to his St. Jude donation.

He recently decided to give to the Red Cross because his son received more than 50 blood transfusions, and the Heartland chapter is having financial problems.

Lunn's book can be purchased by visiting www.arcnclean.org, or by stopping by the Red Cross chapter office in Bloomington.

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