



Every cancer. Every life.

Dear Public Service Director,

1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime. This year alone, more than 2 million people in the U.S. will be diagnosed with cancer. If you've been recently diagnosed, or know someone who has, we're here with answers, guidance, and support.

The American Cancer Society (ACS) is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

We're here 24 hours a day, 7 days a week, to help guide you through your cancer journey. Whether you've recently been diagnosed, are currently going through treatment, or are caring for a loved one with cancer, we're here with information, day-to-day help, and emotional support every step of the way.

Providing accurate, up-to-date information on cancer is one of our top priorities. We hope that you will help to inform your audience about the many available resources on cancer.org by airing the American Cancer Society's PSA titled "**Information, Answers and Hope**" (:30, :15). The PSA helps to emphasize that cancer.org is one of the largest and most comprehensive online resources for credible cancer information & is available free to the public. We hope you will help us share this lifesaving message with your viewers by airing this PSA, which has **no end date for use**, as soon and as often as possible.

For any questions or additional information, please contact our distribution representative Holly Mulé at Connect360 Multimedia (email: hmule@c360m.com; ph: 212-624-9196).

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Austin Myers".

Austin Myers, Paid Media Manager