



Every cancer. Every life.

Dear Public Service Director,

Every 15 seconds, someone in the U.S. is diagnosed with cancer. 1 in 2 men, and 1 in 3 women will be diagnosed with cancer in their lifetime. But with research on our side, we can end cancer as we know it, for everyone.

The American Cancer Society (ACS) has helped make possible almost every major cancer breakthrough since 1946. By [funding and conducting research](#), we have helped create a world where breast cancer is detected earlier, where fewer people smoke, and where more people survive cancer. With your help, we can go even further.

Together with our advocacy affiliate ACS CAN, we've helped create better legislation, including passing the most momentous health legislation in history. We've advocated for increased access to health care and funding for cancer research.

[For more than 10 decades](#), the American Cancer Society has been dedicated to pursuing better outcomes for every cancer, every life. We hope that you will help educate your audience about the importance of funding breakthrough cancer research by airing the American Cancer Society's PSA titled "**Aleta's Cancer Journey**" (:15, :30). The PSA emphasizes that thanks to ACS-funded research, **more people are surviving cancer than ever before, but there is still work to be done**. We hope you will help us share this life-saving 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 black ink that reads "Austin Myers". The signature is written in a cursive, flowing style.

Austin Myers, Paid Media Manager