



TV PUBLIC SERVICE CAMPAIGN

**Almost 35,000 people
are diagnosed with an
HPV cancer every year.**

Vaccinate your kids to prevent it.



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About American Cancer Society

The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. The American Cancer Society's mission is to save lives, celebrate lives and lead the fight for a world without cancer, including cancers caused by HPV or Human Papillomavirus.

To learn more, visit cancer.org/hpv.

**VACCINATE AGAINST
HPV NOW TO PREVENT
6 TYPES OF CANCER LATER.**



Learn more about American Cancer Society

[CANCER.ORG](https://www.cancer.org)



[FACEBOOK](https://www.facebook.com/americancancersociety)



[TWITTER](https://twitter.com/americancancersociety)



[INSTAGRAM](https://www.instagram.com/americancancersociety)

Dear Public Service Director,

Each year in the U.S. more than 35,000 men and women are diagnosed with an HPV-related cancer. HPV, or Human Papillomavirus, is a common virus that can cause six types of cancer. While there is no treatment for HPV, HPV vaccination can prevent more than 90% of HPV cancers when given at the recommended ages. The American Cancer Society recommends that children get vaccinated between the ages of 9 and 12, for boys and girls. Receiving the vaccination at the recommended ages can help keep children healthy well into adulthood and is the best way to prevent HPV cancers later in life.

In 2018, the American Cancer Society launched **Mission: HPV Cancer Free**, a public health campaign to drastically reduce vaccine-preventable HPV cancers through vaccination. The initiative's goal is to reach an annual vaccination rate of 80% of 13-year-olds in the United States by 2026.

Data indicates that the COVID-19 pandemic is having a negative effect on vaccination rates. Parents have avoided pediatrician visits in order to avoid transmission of the virus. The CDC estimates that HPV vaccinations are down by more than 20% or 1 million doses compared to 2019. Now is the time to get children caught up on immunizations that they might have missed during the pandemic, this includes the HPV vaccine. When a child is vaccinated on time, they are given the best prevention from HPV cancers. In fact, HPV cancer prevention decreases as age at vaccination increases.

We hope that you will help educate your audience about the importance of getting children vaccinated against HPV by airing the American Cancer Society's PSA titled "**Career Day**" (:30, :15). The PSA features a young girl heading into school dressed as an astronaut for career day and urges parents to keep cancer out of children's futures by getting them the HPV vaccine. The PSA, **which is available for use through July 31, 2022**, also encourages viewers to visit cancer.org/dreambig to get all the facts about HPV and to learn more about the vaccine. We hope you will help us share this life-saving message with your viewers by airing this PSA 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.

Ben Devore

Ben Devore, Director, Media Strategy

Career Day

To learn about the importance of protecting our children against HPV, please watch our PSA below titled "**Career Day**" (:30) which is also available in a :15 length. We ask that you please air this PSA, **which is available for use through July 31, 2022**, as soon and as often as possible



TV PSA SCRIPTS

"Career Day" (:30)

<p>1. Shot of a car pulling up to the front of a school, switch to a close-up shot of the back of the car and a mother holding a thermos out the window. Shot of a young girl taking the thermos from the mom as she smiles from inside the car. Shot of the girl dressed as an astronaut walking down a school hallway.</p>	<p>MUSIC UP AND UNDER</p> <p>NARRATOR V/O: Kids dream big. As parents, it's our job to make sure nothing gets in the way of those dreams.</p>
<p>2. Shot of the girl opening her school locker. Switch to close-up shots of the door of the locker and the girl's boots.</p>	<p>NARRATOR V/O: Like Human Papillomavirus – a common virus that can cause cancer later in life.</p>
<p>3. Shot of the girl closing the door of the locker and walking into a classroom as she places a helmet over her head. Shot of the girl smiling as she looks into the classroom.</p>	<p>NARRATOR V/O: But there's a vaccine that prevents HPV and the 6 types of cancer it can cause.</p>
<p>4. Shot of a school classroom filled with students dressed in different "career day" outfits. Shot of the young girl smiling as she walks to her desk, switch to a shot of a teacher smiling.</p>	<p>NARRATOR V/O: A vaccine that helps protect their dreams.</p>
<p>5. Shot of the girl smiling at her desk as she closes her helmet, switch to various shots of different students in the room.</p>	<p>NARRATOR V/O: Get your sons and daughters the HPV vaccine starting at 9 to keep cancer out of their futures.</p>
<p>6. GRAPHIC:</p> <p>American Cancer Society logo cancer.org/hpv</p>	<p>FADE SOUND AND PICTURE OUT</p>

TV PSA SCRIPTS

"Career Day" (:15)

1. Shot of a car pulling up to the front of a school, switch to a close-up shot of the back of the car and a mother holding a thermos out the window. Shot of a young girl taking the thermos from the mom as she smiles from inside the car.

MUSIC UP AND UNDER

NARRATOR V/O: Kids dream big. As parents, it's our job to make sure nothing gets in the way of those dreams.

2. Shot of the girl dressed as an astronaut walking down a school hallway. Shot of the girl opening her school locker. Switch to close-up shot of the door of the locker.

NARRATOR V/O: Like Human Papillomavirus – a common virus that can cause cancer later in life.

3. Shot of a school classroom filled with students dressed in different "career day" outfits.

NARRATOR V/O: Get your sons and daughters the HPV vaccine starting at 9 to keep cancer out of their futures.

GRAPHIC:

American Cancer Society logo
cancer.org/hpv

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/ACS/

This PSA is good for use through July 31, 2022

Career Day :30, :15

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé via email at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate



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In reply refer to: 0941548393
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AMERICAN CANCER SOCIETY INC
NATIONAL HOME OFFICE
% KAEI REICIN CFO
250 WILLIAMS ST 4TH FLR
ATLANTA GA 30303



008229

Person to contact: Internal Revenue Service

Dear Taxpayer:

We're responding to your request of Feb. 19, 2021, about the tax-exempt status of AMERICAN CANCER SOCIETY INC

We issued a determination letter in November 1942, granting this organization exemption from federal income tax under Internal Revenue Code Section 501(c)(03).

Our records show this organization is not a private foundation within the meaning of Internal Revenue Code (IRC) Section 509(a) because it's described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions to this organization as provided in Internal Revenue Code (IRC) Section 170. Bequests, legacies, devises, transfers, or gifts to the organization or for its use are deductible for federal estate and gift tax purposes if they meet the requirements of IRC Sections 2055, 2106, and 2522.

If an organization fails to file a required annual return or notice for three consecutive years, its tax-exempt status is revoked by operation of law. This is stated in IRC Section 6033(j)(1). The revocation is effective on the filing due date of the third annual return or notice. For more information about filing requirements, you can visit our website at www.irs.gov/eo.

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

