



Have the conversation. **Get** screened.

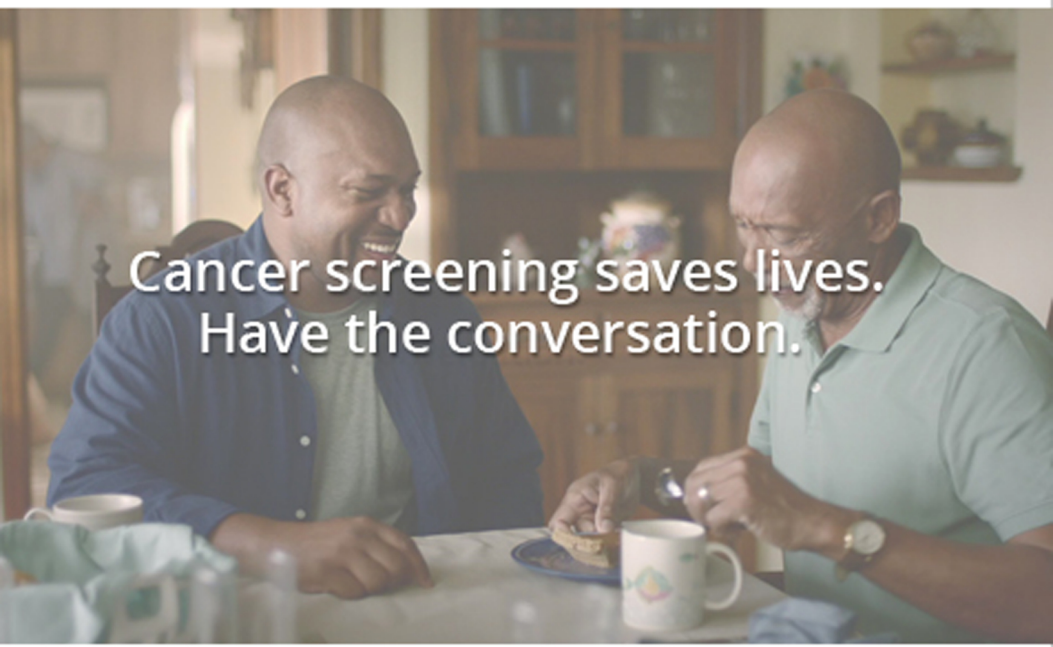
TV PUBLIC SERVICE CAMPAIGN

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.

Some cancers can be found early, before they have had a chance to grow and spread. Screening tests are used to find cancer in people before they develop symptoms. Screening increases the chances of detecting certain cancers early, when they are most likely to be curable.

Visit cancer.org/getscreened to learn more.

A photograph of two men sitting at a table in a home setting, smiling and engaged in conversation. The man on the left is wearing a blue button-down shirt over a grey t-shirt. The man on the right is wearing a light green polo shirt and glasses. They are both looking at each other. On the table, there are white mugs and a plate with food. The background shows a wooden cabinet and some household items.

Cancer screening saves lives.
Have the conversation.

Learn more about American Cancer Society

CANCER.ORG



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Dear Public Service Director,

Early detection of cancer through screening reduces mortality from cancers of the colon and rectum, breast, uterine cervix, and lung. Cancer mortality has declined in recent decades in part due to progress in cancer screening technologies, awareness, research, and the general population's improved uptake in screening services. Yet, far too many individuals for whom screening is recommended remain unscreened, and this situation has been aggravated by the substantial decline in cancer screening resulting from the COVID-19 pandemic.

At the onset of the pandemic, elective medical procedures, including cancer screening, were largely put on hold to prioritize urgent needs and reduce the risk of the spread of COVID-19 in health care settings. Early projections indicate that these extensive screening delays will lead not only to missed and advanced stage cancer diagnoses, but also to a rise in cancer-related deaths. The annual death rate from cancer in the United States declined by 29% from 1991 to 2017, with the most recent and largest single-year drop of 2.2% from 2016 to 2017. Due to concerns about COVID-19, more than 40% of adults in the U.S. have avoided medical care, including 12% who avoided urgent or emergency care. The National Cancer Institute (NCI) predicts almost 10,000 excess deaths from breast and colorectal cancer alone over the next 10 years, if we don't return to pre-pandemic levels of appropriate cancer screening and care.

We hope that you will help educate your audience about the importance of getting recommended cancer screening by airing the American Cancer Society's PSA titled "The Conversation" (:30, :60). The PSA features a conversation between a father and son about the importance of cancer screening. The PSA also encourages viewers to have the conversation, talk to a doctor, and visit cancer.org/get-screened to learn more. The PSA is available in both English and Spanish and has no end date for use. 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

The Conversation

People can help reduce their risk of cancer by making healthy choices like eating right, staying active and not smoking. It's also important to follow recommended screening guidelines, which can help detect certain cancers early.

To learn more about the importance of getting recommended cancer screenings, please watch our PSA below titled "**The Conversation**" (:60) which is also available in a :30 length. We ask that you please air this PSA, **which has no end date for use**, as soon and as often as possible.



"The Conversation" (:60)

1. Shot of a man walking into a house with his family as he is greeted by his father.

MUSIC UP AND UNDER

SON O/C: Hey Pop, what's up man?

DAD O/C: Hey how are you?

SON O/C: Good man, where's mom?

DAD O/C: Back in the kitchen.

2. Shot of the man speaking with a woman in a kitchen before he turns to his father who is standing at a counter grabbing a piece of food before walking off camera.

SON O/C: He'll do it, he'll do it. Hey dad, we need to talk.

DAD O/C: The game.

3. Shot of the father watching a sports game. The son joins him on the couch to talk.

SON O/C: Alright dad, so could you at least...

DAD O/C: Hey, hey, hey. I hear your mom calling me, I got to go. I got to go.

SON O/C: Seriously.

4. Various shots of the family gathered around the dinner table, passing food to each other. Switch to a shot of a pie being cut on a kitchen counter. Switch to a shot of the son joining his dad at the table with a piece of pie.

SON O/C: Dad, you need to go.

DAD O/C: Really?

SON O/C: It's important.

"The Conversation" (:60 continued)

5. Close-up shots of the dad and son speaking to each other.

DAD O/C: I feel fine.

SON O/C: I just got mine, it's easy. Hey I didn't want to go either, but then I saw the stats. Some cancers... we just don't want to loose you from something we could have caught.

6. Shot of dad speaking, switch to a shot of dad and son speaking to each other, switch back to a shot of dad. Shot of son handing dad the piece of pie as they both laugh.

DAD O/C: What I need to do?

SON O/C: You just give your doctor a call, they'll tell you what screening tests you need.

DAD O/C: Fine. Can I have my pie now? Come on man.

7. **GRAPHIC:**
Have the conversation. Get screened.

8. **GRAPHIC:**
American Cancer Society logo

Cancer screening saves lives.

Talk to a doctor and visit
cancer.org/getscreened

A public service message from the
American Cancer Society

FADE SOUND AND PICTUR

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/ACS/

No End Date For Use

The Conversation :60, :30

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.

