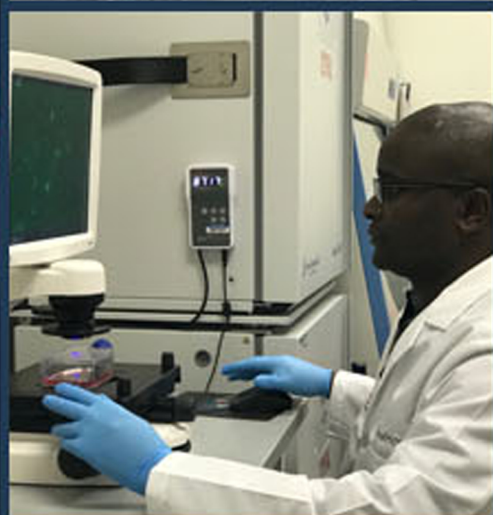
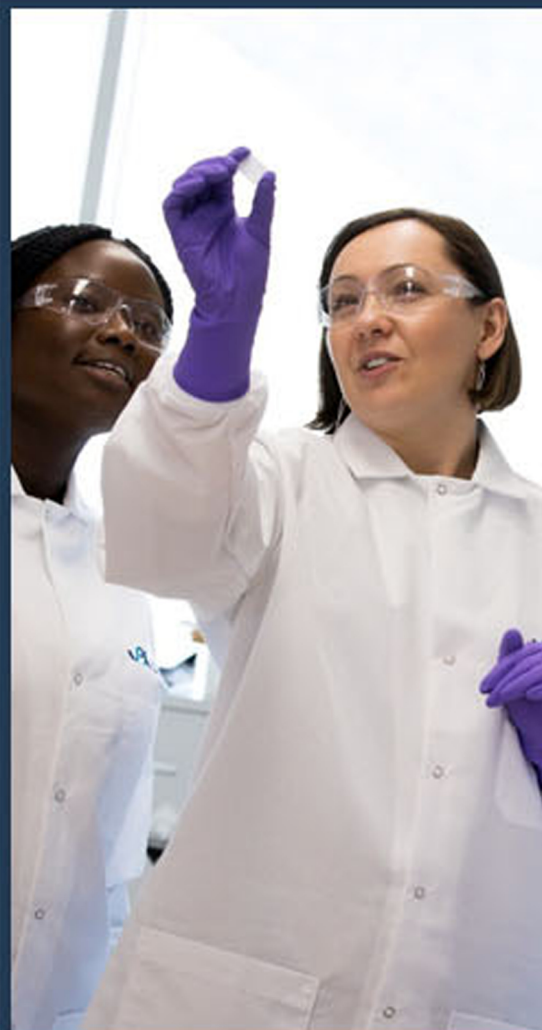




FOUNDATION[®]
Victory Over Cancer

One Team for Victory Over Cancer[®]

TV PSA CAMPAIGN



This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

About the V Foundation for Cancer Research

The V Foundation for Cancer Research was founded by ESPN and legendary basketball coach Jim Valvano with one goal in mind: to achieve Victory Over Cancer®.

Jim gave an iconic speech in 1993, uniting two powerful worlds in one space – sports and cancer. While telling stories with his well-known charm, a dash of humor and ever-present determination, he announced the launch of the V Foundation and challenged us to find answers to stopping cancer. Jim's challenge moved us forward, and we continue that momentum today. We are all part of a movement doing amazing things to improve outcomes for cancer patients. From donors to researchers, we have the power to end cancer.

Since its formation in 1993, the V Foundation has awarded nearly \$290 million in cancer research grants nationwide and has grown to become one of the premier supporters of cutting-edge cancer research. To learn more please visit v.org.



Jim Valvano

V Foundation Founder

Learn more about the V Foundation for Cancer Research

V.ORG



FACEBOOK



TWITTER



INSTAGRAM



Dear Public Service Director,

1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime. This staggering statistic means we have all been – or will be – touched by cancer. But because of research, we have tools for earlier detection. We have options for treatment. *We have a brighter future.* The V Foundation for Cancer Research funds game-changing scientists and all-star researchers. As a team, we are focused on Victory Over Cancer®.

The V Foundation is selective, forward thinking, assertive and determined in how we fund more research. Our funding model ensures the momentum in science continues. Our strategy is to focus on emerging, high-impact opportunities and to address critical knowledge gaps. The research we support builds upon past successes, encourages collaborations between experts and spurs hypothesis-driven clinical trials to accelerate new therapies to patients.

Private funding is a critical component of advancing research, especially as costs continue to rise in hospitals and labs. It allows us to bridge gaps when government funding is not available, and it allows us to push the envelope of innovation in research. The work does not lie only with scientists. *We all have a part to play in stopping cancer.*

We hope that you will encourage your audience to join our team in the fight against cancer by airing the PSA "**One Team for Victory Over Cancer®**" which we are providing in **:60, :30 and :15** second versions. This PSA demonstrates the power of teamwork – bringing together different coaches, sports greats and scientists– for one cause. The PSA also encourages viewers to visit v.org for more information and to learn how they can make a difference in supporting cancer research. Thank you in advance for your support and consideration.

This is an evergreen spot so please air as often as possible to support our efforts.

Sincerely,



Jonathan Karron
Chief Marketing Officer, the V Foundation for Cancer Research

One Team for Victory Over Cancer®

More people are surviving a cancer diagnosis than ever before. The overall cancer death rate in the U.S. has fallen, but our work is not done. The V Foundation funds researchers and projects that can make the most substantial impact. 100% of direct donations to the V Foundation benefit cancer research and programs.

To learn more, please watch our new PSA below titled "**One Team for Victory Over Cancer®**" (:60) which is also available in :30 and :15 lengths. We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



"One Team for Victory Over Cancer®" (:60)

MUSIC UP AND UNDER

DICK VITALE V/O: I want to beat cancer. I'm going to beat it. That's no doubt in my mind, I'm going to win this battle.

NARRATOR V/O: Defeating cancer will take all of us. Join our team to help fund game changing research that saves lives. At the V Foundation V is for victory over cancer. V is for victory over the odds. V is for victory over health disparities, victory over setbacks, victory over the unknown. V is for victory over giving up.

JIM VALVANO V/O: Don't give up. Don't ever give up.

NARRATOR V/O: Join our team to help saves lives.

JIM VALVANO V/O: Cancer can take away all my physical abilities it cannot touch my mind, it cannot touch my heart and it cannot touch my soul.

NARRATOR V/O: Join our team in the fight against cancer at V dot org.

FADE SOUND AND PICTURE OUT

"One Team for Victory Over Cancer®" (:30)

MUSIC UP AND UNDER

DICK VITALE V/O: I want to beat cancer. I'm going to beat it. That's no doubt in my mind, I'm going to win this battle.

NARRATOR V/O: Defeating cancer will take all of us. At the V Foundation V is for victory over cancer. V is for victory over the odds. V is for victory over giving up.

JIM VALVANO V/O: Don't give up. Don't ever give up.

NARRATOR V/O: Join the V Foundation team in the fight against cancer at V dot org.

FADE SOUND AND PICTURE OUT

"One Team for Victory Over Cancer®" (:15)

MUSIC UP AND UNDER

DICK VITALE V/O: I want to beat cancer. I'm going to beat it. That's no doubt in my mind, I'm going to win this battle.

NARRATOR V/O: At the V Foundation V is for victory over cancer. Join our team in the fight against cancer at V dot org.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/vfoundation/>

These PSAs have no end date for use.

"One Team for Victory Over Cancer®"
Non- Donate (:60, :30, :15)

"One Team for Victory Over Cancer®"
Donate (:60, :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

 **IRS** Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248219411
Feb. 09, 2016 LTR 4168C 0
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BODC: TE


THE V FOUNDATION
14600 WESTON PKWY
CARY NC 27513

004348

Employer ID Number: 13-3705951
Form 990 required: yes

Dear Taxpayer:

This is in response to your request dated Feb. 01, 2016, regarding your tax-exempt status.

We issued you a determination letter in June 1993, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).



V FOUNDATION®

Victory Over Cancer