

# 「NO ONE」 「MISSED」

TV PUBLIC SERVICE CAMPAIGN



Juanita, non-small cell  
lung cancer survivor

Jaymie, non-small cell  
lung cancer survivor

## About *No One Missed*

*No One Missed* is a community-led campaign driven by LUNGeivity Foundation. The campaign's mission is to build public awareness of comprehensive biomarker testing as a critical part of every non-small cell lung cancer (NSCLC) diagnosis and empower NSCLC patients to discuss comprehensive biomarker testing with their healthcare team.

To learn more visit [www.NoOneMissed.org](http://www.NoOneMissed.org).



**Learn more about  
LUNgevity Foundation and  
the *No One Missed* Campaign**

[NOONEMISSED.ORG](https://NOONEMISSED.ORG)



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Dear Public Service Director,

More than 235,000 Americans will be diagnosed with lung cancer this year, but not all lung cancers are the same. Comprehensive biomarker testing can help identify specific genetic "drivers" (called biomarkers) that cause cancer to grow and spread in different ways. Knowing one's biomarker is key to helping determine the best treatment for an individual's unique type of non-small cell lung cancer. However, less than half of eligible patients will be tested for all biomarkers. Research shows that patients and caregivers who are familiar with biomarker testing are much more likely to discuss it with their healthcare team.

The *No One Missed* campaign, brought to you by the LUNGEvity Foundation, seeks to increase awareness of comprehensive biomarker testing and highlight its important role in identifying the right treatment and the right time for non-small cell lung cancer patients. Biomarker testing allows a healthcare team to gather as much information as possible about a patient's non-small cell lung cancer, ensuring a patient gets matched to the right treatment at the right time based on the cancer's biomarker status. Lung cancer patients of color – specifically Black/African American and Hispanic/Latino patients – are less likely to receive biomarker testing than their white, non-Hispanic counterparts. *No One Missed* hopes to build awareness of comprehensive biomarker testing among patients of color, so they feel empowered to proactively discuss biomarker testing with their healthcare team. Provider awareness and patient-provider conversations are vital to ensure biomarker testing is being conducted.

We hope you can help educate your audience about the importance of biomarker testing by airing the new PSA titled "**No One Missed: A Lung Cancer Story**" (:60, :30, :15). The PSA includes two variations that feature either Juanita or Jaymie, both non-small cell lung cancer survivors who discuss their journey with comprehensive biomarker testing. In the :60 version, the PSA also features Dr. Jorge Gomez, an Oncologist at Mt Sinai Health System, who provides a scientific overview of biomarker testing. The spot encourages viewers to talk to a doctor to learn more about biomarker testing and to visit [NoOneMissed.org](https://NoOneMissed.org) for more information. We hope you will air this PSA, which has **no end date for use** as soon and as often as possible.

The *No One Missed* campaign is brought to you by the LUNGEvity Foundation. LUNGEvity is changing outcomes for people with lung cancer through research, education, and support.

Thank you in advance for your support and consideration.

Sincerely,



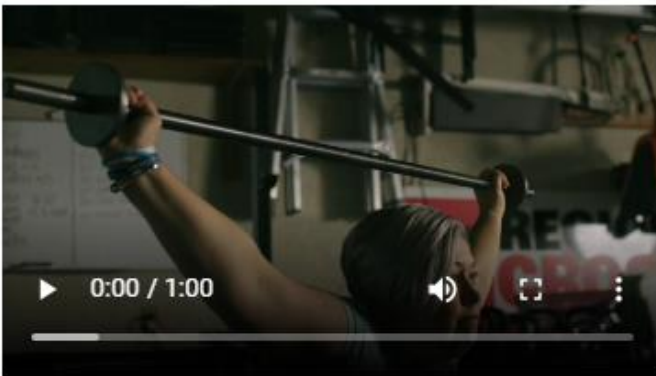
Linda Wenger  
Chief Marketing Officer  
LUNGEvity Foundation



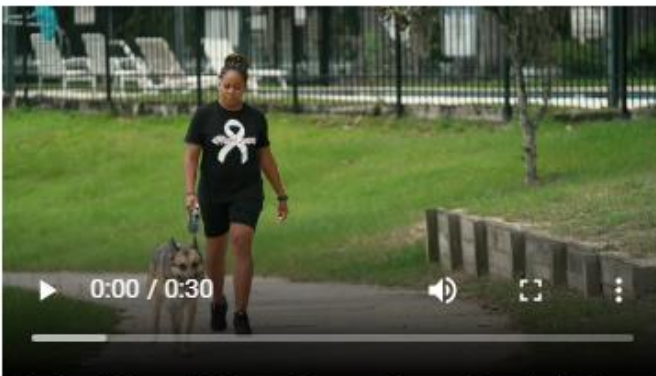
## No One Missed: A Lung Cancer Story

The *No One Missed* campaign aims to build public awareness of comprehensive biomarker testing as a critical part of every non-small cell lung cancer (NSCLC) diagnosis and empower NSCLC patients to discuss comprehensive biomarker testing with their healthcare team.

To learn more, please watch our new PSAs below titled "**No One Missed: A Lung Cancer Story- Juanita**" (:60) which is also available in a :30 and :15 length and "**No One Missed: A Lung Cancer Story- Jaymie**" (:30). We ask that you please air these PSAs, which have no end date for use as soon and as often as possible.



"No One Missed: A Lung Cancer Story - Juanita" :60



"No One Missed: A Lung Cancer Story - Jaymie" :30

## TV PSA SCRIPTS

### "No One Missed: A Lung Cancer Story – Juanita" (:60)

**Juanita Segura V/O:** My name is Juanita Segura, and I was diagnosed in November of 2014 with non-small cell lung cancer. The first time I heard about biomarker testing was actually, my husband. He just started researching about lung cancer.

**Steve Segura V/O:** And I found out about biomarker testing and I'm like, yeah, I mean, why not? Let's try it.

**Dr. Jorge Gomez V/O:** Comprehensive biomarker testing is looking for either substances in the blood or mutations in some of the genes of the cancer cells that can help us identify special types of lung cancer that can be treated with what we call targeted therapies.

**Juanita Segura V/O:** Letting my children know brought all of us a sense of hope. To give them hope that mom is going to be around to see you grow up. And I promised them that.

**Dr. Jorge Gomez V/O:** If you or a loved one are facing non-small cell lung cancer, ask your doctor about how comprehensive biomarker testing before treatment may help you and your doctor decide on the best treatment for you. Visit [NoOneMissed dot org](http://NoOneMissed.org) for more.

### "No One Missed: A Lung Cancer Story – Juanita" (:30)

**Juanita Segura V/O:** My name is Juanita Segura, and I was diagnosed in November of 2014 with non-small cell lung cancer.

**Steve Segura V/O:** Through just doing online activity, I found out about biomarker testing.

**Juanita Segura V/O:** My fear was I wasn't going to be here to see my children grow up. That gave me hope, knowing that I have that chance. Ask your doctor how comprehensive biomarker testing before treatment may help you decide on the best treatment for you. Visit [NoOneMissed dot org](http://NoOneMissed.org) for more.

## TV PSA SCRIPTS

### "No One Missed: A Lung Cancer Story – Juanita" (:15)

**Juanita Segura V/O:** My fear was I wasn't going to be here to see my children grow up.

**Steve Segura V/O:** Through just doing online activity, I found out about biomarker testing.

**Juanita Segura V/O:** That gave me hope, knowing that I have that chance. Visit NoOneMissed dot org for more.

### "No One Missed: A Lung Cancer Story – Jaymie" (:30)

**Jaymie Bowles V/O:** My name is Jaymie Bowles, and I was diagnosed with non-small cell lung cancer in December of 2018. I like to walk down the street and think nobody would even know looking at me that I have stage four lung cancer and I'm grateful for biomarker testing for that. When I was sitting down with my oncologist, there was already state of the art medication available that I was going to be put on right then and there. Ask your doctor how comprehensive biomarker testing before treatment may help you decide on the best treatment. Visit NoOneMissed dot org to learn more.

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

### **No End Date For Use**

No One Missed: A Lung Cancer Story – Juanita (:60, :30, :15)

No One Missed: A Lung Cancer Story – Jaymie (:30)

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

Holly Mulé: via e-mail at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

# 501 (c)(3) certificate



OGDEN UT 84201-0029

In reply refer to: 4077550277  
May 13, 2015 LTR 4168C 0  
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BODC: TE

LUNGEVITY FOUNDATION  
228 S WABASH AVE STE 700  
CHICAGO IL 60604-2375



021364

Employer Identification Number: 36-4433410  
Person to Contact: Ms Benjamin  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 23, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 2001.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



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