



Meant To Be Together

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.

Visit [cancer.org](https://www.cancer.org) to learn more.



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,

It is estimated that more than 1.9 million new cancer cases and 600,000 cancer deaths (1,700 per day) occurred in the US in 2022. In fact, 1 in 2 men and 1 in 3 women will face a cancer diagnosis in their lifetime. The good news is that we are seeing progress in cancer mortality rates, which declined 32% from 1991 to 2019.

The American Cancer Society (ACS) attributes this significant progress to the investments of funds and resources it has made over the last few decades in the areas of advocacy, research, and patient support. For more than 100 years, we have been improving the lives of people with cancer and their families and working to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

We are the largest nonprofit funder of cancer research in the US outside of the federal government, with more than \$3.1 billion invested in cancer research since 1991, contributing to 3.5 million fewer cancer deaths. We are also continuing to fund grant projects to eliminate health disparities, with a focus on prevention, early detection, and access to care in communities who have been marginalized.

Our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), continues to empower advocates across the country to elevate the patient voice as the only cancer organization with a presence in all 50 states, every level of government, and all three branches of government. Our ACS CAN team members and grassroots volunteers are working every day to reduce the cancer burden, including closing the Medicaid gap to ensure everyone has an affordable insurance option for cancer screening and treatment.

The American Cancer Society also directly impacts over 54 million people every year through essential patient support programs and services. We provide guidance and support for people facing cancer and their caregivers at every step of their cancer journey. Our work aims to remove barriers to affordable, quality care for everyone, from our 24/7 cancer helpline to providing rides to treatment.

We also provide a free place for cancer patients and their caregivers to stay when they must travel for treatment through our *Hope Lodge*[®] communities and hotel partnerships. Our 30+ *Hope Lodge* communities across the country provide a free home away from home during treatment so people with cancer can focus on getting better. *Hope Lodge* guests don't just find a place to stay – they find a community of support and an emotional connection with others facing a similar journey.

We are hoping you will help us spread the word about our lodging assistance services by sharing a PSA titled "**Meant To Be Together**" (:30, :15) with your audience. The PSA features a couple during the emotional moment when cancer interrupts their normal, everyday life and shows how our *Hope Lodge* communities can keep loved ones together during a cancer journey. We hope you will share the message about this important program with your viewers by airing this PSA 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 of this public service message.

Sincerely,

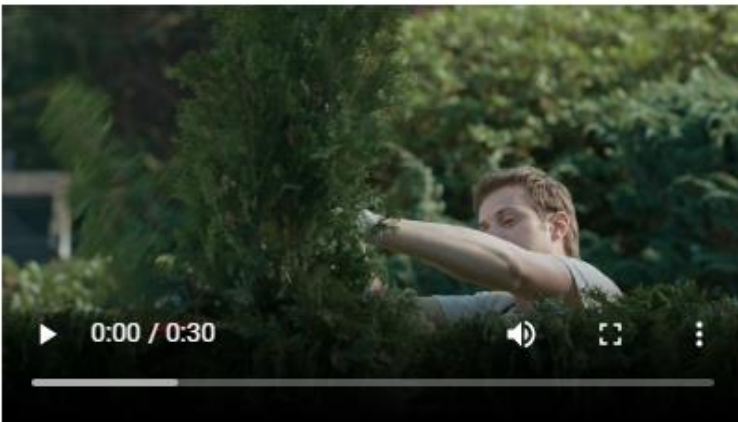
Ben Devore

Ben Devore
Director, Media Strategy
American Cancer Society

Meant To Be Together

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To learn more, please watch our new public service announcement (PSA) titled "**Meant To Be Together**" (:30) which is also available in a (:15) length. **This PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.



TV PSA SCRIPTS

"Meant To Be Together" (:30)

MUSIC UP AND UNDER:

NARRATOR V/O: The American Cancer Society's *Hope Lodge* communities offer a free home away from home closer to cancer care. People are meant to be together. Learn more to help keep it that way.

FADE SOUND AND MUSIC OUT

"Meant To Be Together" (:15)

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NARRATOR V/O: The American Cancer Society's *Hope Lodge* communities offer a free home away from home closer to cancer care. People are meant to be together. Learn more to help keep it that way.

FADE SOUND AND MUSIC OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

No End Date For Use

"Meant To Be Together" (:30, :15)

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

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

501 (c)(3) certificate



CINCINNATI OH 45999-0038

In reply refer to: 0941548393
Feb. 26, 2021 LTR 4170C 0
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BODC: TE

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.



**American
Cancer
Society[®]**