



Road To Recovery | Radio Public Service Campaign



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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.

The American Cancer Society Road To Recovery program provides free rides to treatment for cancer patients. Driving patients to lifesaving treatment is one of the most meaningful volunteer experiences you can have with the American Cancer Society.

Visit cancer.org/drive to learn more.



Learn more about American Cancer Society

CANCER.ORG



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Transportation barriers are the #1 reason for missed cancer appointments.

The Road To Recovery program is at the very heart of the American Cancer Society's work of removing barriers to quality health care by providing transportation to cancer-related medical appointments. Many people need daily or weekly treatment, often over the course of several months. Family and friends may help, but they may not always have the time or resources to provide every ride, which can create a barrier to cancer treatment. The Road To Recovery program removes this barrier by providing free rides to treatment through trained volunteer drivers.

The Road to Recovery Program was paused in 2020 due to public health concerns during the pandemic. After relaunching the program in late 2021, the American Cancer Society was faced with a significant challenge of recruiting and reengaging volunteer drivers. Our current volunteer capacity is not meeting the demand for rides to critical cancer treatment appointments; about 55% of ride requests are unfulfilled.

We hope that you will help meet this urgent need for volunteer drivers in your market by airing the American Cancer Society's **Road To Recovery PSA (:30, :15)**. The PSA encourages individuals to give of their time and presence to drive a cancer patient to treatment, because even the best treatment won't work if a patient can't get there. The need is urgent and we hope you will share this message with your listeners 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, Director, Media Strategy

Road To Recovery

Every day thousands of cancer patients need a ride to treatment, but some may not have a way to get there. The American Cancer Society Road To Recovery program provides transportation to and from treatment for people with cancer who do not have a ride or are unable to drive themselves.

To learn more about the Road To Recovery program, please listen to the new PSA below titled "**Road To Recovery**" (:30) which is also available in a :15 length. We ask that you please air this PSA, which has no end date for use, as soon and as often as possible.

"Road To Recovery" (:30)



RADIO PSA SCRIPTS

"Road To Recovery" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: Hey life doesn't stop when cancer starts. After diagnosis, treatment is vital. But for some just getting there, to appointments, chemo or radiation is a major challenge. You can change that. Volunteer to give rides with the American Cancer Society Road To Recovery program. Driving for a few hours of your day can make a life-saving difference for someone with cancer.

Visit [cancer dot org slash drive](http://cancer.org/slash/drive) to learn more.

FADE SOUND AND MUSIC OUT

RADIO PSA SCRIPTS

"Road To Recovery" (:15)

MUSIC UP AND UNDER

NARRATOR V/O: Hey life doesn't stop when cancer starts. Some don't make it to treatment simply because they don't have a ride. You can change that. Volunteer to drive with the American Cancer Society Road To Recovery program.

Visit [cancer dot org slash drive](http://cancer.org/slash/drive) to learn more.

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

"Road To Recovery" (:30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=D142864>

Please let us know your preferences on receiving PSAs by contacting: **Holly Mule**: via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate



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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 6035(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®**