



Every cancer. Every life.



I ♥ you **Get Screened**♥



TV Public Service Campaign

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

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.



Regular cancer screening saves lives.

Learn more about American Cancer Society

CANCER.ORG/GETSCREENED



FACEBOOK



TWITTER



INSTAGRAM

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.

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. **While we've made progress in increasing screening rates following the pandemic, rates continue to be low, especially in populations that face barriers to screening.**

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 "**I Love You, Get Screened**" (:15, :30, :60). The PSA highlights relationships of love and calls on everyone to tell those you love to get screened for cancer and visit cancer.org/getscreened to learn more. We hope you will help us share this life-saving message with your viewers by airing this PSA, which has **no end date for use**, 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

"I Love You, Get Screened" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: I love you. I love the sweet potato pie you bring to every family reunion. I love how you're my morning alarm, even when I ask for five more minutes. I love how you say you can't wait to walk me down the aisle, even if my partner ends up being my cat. I can't imagine a Sunday show, a night in, a night out, a celebration, a dinner without you. I can't imagine any tomorrow without you in it. So today I say, I love you, get screened. Regular cancer screening saves lives. Tell someone you love to get screened today. Visit [cancer dot org slash get screened](http://cancer.org/getscreened) to learn more.

GRAPHICS:

American Cancer Society logo

Visit cancer.org/getscreened to learn more.

This is a public service announcement from the American Cancer Society

FADE SOUND AND MUSIC OUT

"I Love You, Get Screened" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: I love you. I love the sweet potato pie you bring to every family reunion. I love how you're my morning alarm. I can't imagine a Sunday show, a night in, a night out, a dinner without you. I can't imagine any tomorrow without you in it. So today I say, I love you, get screened. Regular cancer screening saves lives. Visit [cancer dot org](http://cancer.org) \get screened to learn more.

GRAPHICS:

American Cancer Society logo

Visit cancer.org/getscreened to learn more.

This is a public service announcement from the American Cancer Society

FADE SOUND AND MUSIC OUT

"I Love You, Get Screened" (:15)

MUSIC UP AND UNDER

NARRATOR V/O: I can't imagine any tomorrow without you in it. So today I say, I love you, get screened. Regular cancer screening saves lives. Visit [cancer dot org](http://cancer.org) \get screened to learn more.

GRAPHICS:

American Cancer Society logo

Visit cancer.org/getscreened to learn more.

This is a public service announcement from the American Cancer Society

FADE SOUND AND MUSIC OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/ACS/

No End Date For Use

I Love You, Get Screened :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



CINCINNATI OH 45999-0038

In reply refer to: 0941548393
Feb. 26, 2021 LTR 4170C 0
13-1788491 000000 00
Input Op: 0256448393 00010354
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®**