



Every cancer. Every life.



I ♥ you **Get Screened**♥



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.

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](https://cancer.org/getscreened)



FACEBOOK



TWITTER



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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). 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 listeners 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: We all have someone we love like the favorite lyric in our favorite song. You can't imagine life without them. Cancer screening tests can help keep the person you love around longer by detecting changes before cancer develops or catch it early when it may be easier to treat. And many tests are available for free or covered by insurance. It's time to sound like a broken record. Tell all your friends and family "I love you, get screened". Visit [cancer dot org slash get screened](http://cancer.gov) to learn more.

FADE SOUND AND MUSIC OUT

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

MUSIC UP AND UNDER

NARRATOR V/O: We all have someone we love like the favorite lyric in our favorite song. You can't imagine life without them. So tell them today "I love you, get screened". It could help save their life. Visit cancer dot org slash get screened to learn more.

FADE SOUND AND MUSIC OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.c360m.com/PSAConnect/ACS/>

No End Date For Use

I Love You, Get Screened (: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=W143877>

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



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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®**