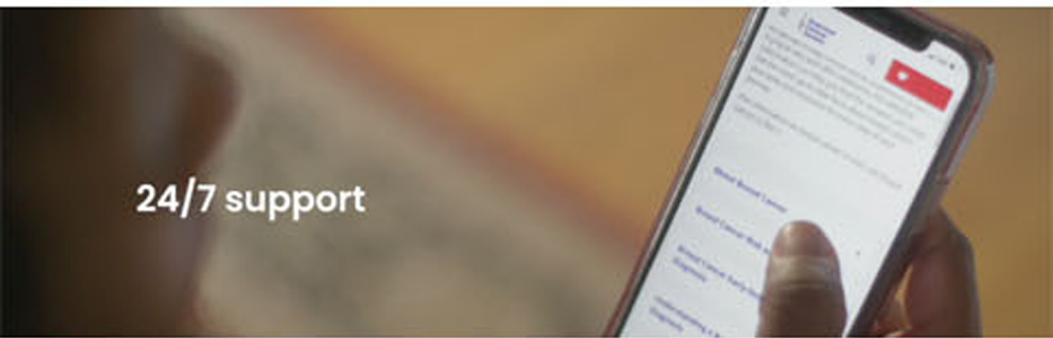
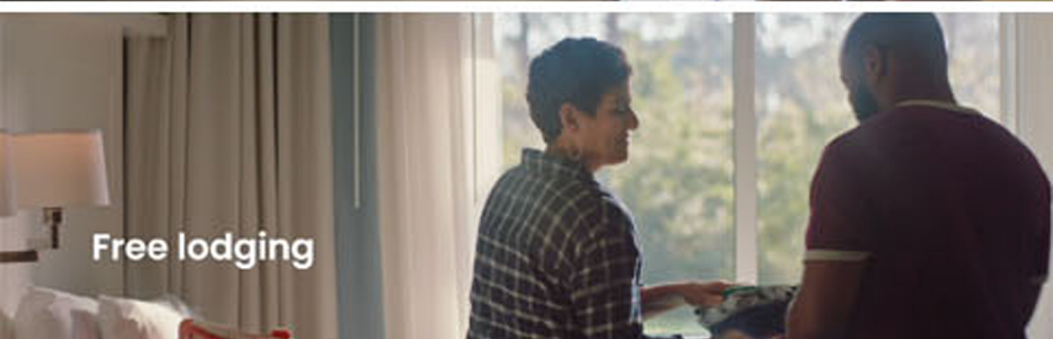
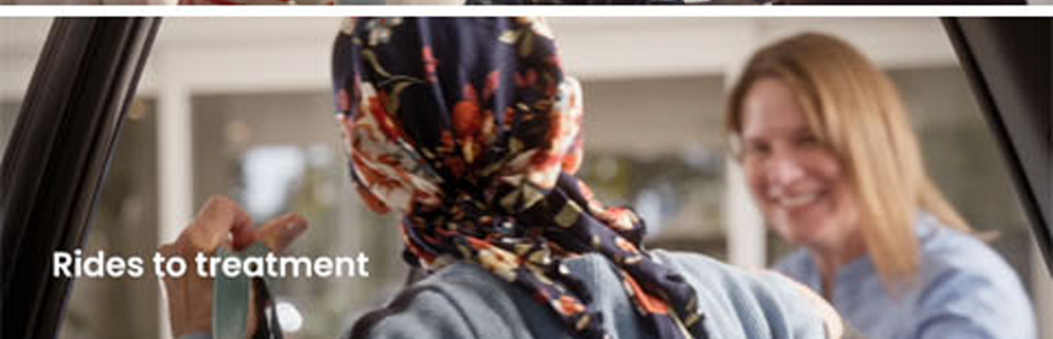


A close-up shot of a hand holding a smartphone. The screen displays a list of services, including "24/7 support", "Free lodging", and "Rides to treatment".

24/7 support

A man and a woman are sitting on a bed in a hotel room, looking out a large window at a view of trees. The room is brightly lit with natural light.

Free lodging

A woman wearing a colorful floral headscarf is sitting in the back of a car. A smiling woman with blonde hair is leaning into the car from the open door, possibly a volunteer or caregiver.

Rides to treatment

“At Any Moment, We’re Here to Help”

TV Public Service Campaign

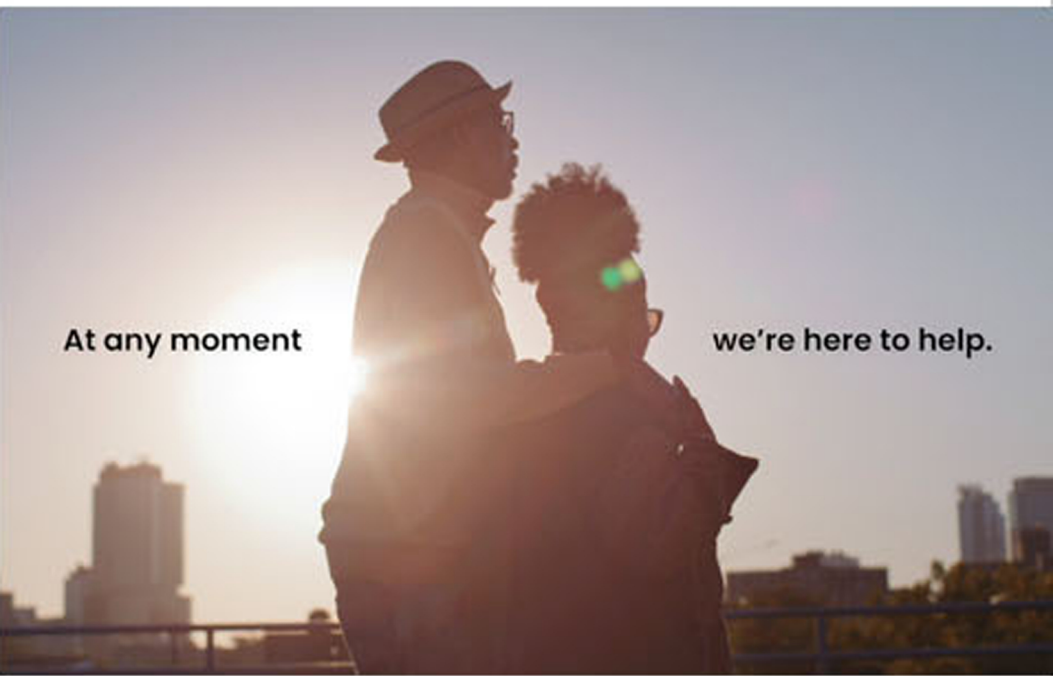
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About American Cancer Society

The American Cancer Society (ACS) is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

From 24/7 support to free lodging and rides to treatment, the American Cancer Society ensures everyone can access the care they need.

Learn more at cancer.org.

A photograph showing the silhouettes of a man and a woman embracing. The man is wearing a hat and glasses, and the woman has curly hair and is also wearing glasses. They are standing in front of a city skyline at sunset, with the sun low on the horizon creating a strong backlight effect.

At any moment

we're here to help.

Learn more about American Cancer Society

CANCER.ORG



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Cancer impacts 1 in 3 people in their lifetime—and when that moment comes, no one should have to face it alone.

For more than 100 years, the American Cancer Society has been a trusted source of support for patients, caregivers, and families at every step of the cancer journey—from prevention and early detection to treatment and survivorship. Yet, many people are still unaware of the breadth of resources available to help them navigate cancer when they need it most.

We invite you to help raise awareness by airing the American Cancer Society's new PSA, **"At Any Moment, We're Here to Help" (:60, :30, :15)**. This emotionally resonant campaign highlights real, human moments across the cancer journey and reinforces that whenever cancer becomes part of someone's life, the American Cancer Society is there. From 24/7 support to free lodging and rides to treatment, the American Cancer Society ensures everyone can access the care they need.

By sharing this message, you can help ensure more people know where to turn—before, during, and after a cancer diagnosis. We kindly ask that you air this PSA, **which has no end date**, 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 for your support in helping us reach those who need it most.

Sincerely,

Lynsey Richardson

Lynsey Richardson, Paid Media Manager

"At Any Moment, We're Here to Help" (:60)

MAIREAD RYAN O/C: The doctor called me up and was like "I wish I had better news." and I instantly knew what my fate was.

NARRATOR V/O: 1 in 3 people will hear "You have cancer" in their lifetime. It could happen to a friend. A family member. Or even you.

DEBORAH HALL MOORE O/C: At the beginning of the journey, I did not know how I was going to get through it.

NARRATOR V/O: But even though no one can choose if a cancer journey begins, they can choose who helps along the way. That's why the American Cancer Society is always here.

STEVE DRAYTON O/C: The minute I found out I was diagnosed, I reached out.

NARRATOR V/O: From 24/7 support to free lodging and rides to treatment; we make sure everyone can get the care they need.

ELLÈ COLEMAN O/C: The American Cancer Society saved my life. If it weren't for their resources, I don't think I would be here today.

NARRATOR V/O: At any moment, we're here to help. Find the support you need at cancer dot org

GRAPHICS:

American Cancer Society logo

Find the support you need at cancer.org

A public service message from the American Cancer Society

"At Any Moment, We're Here to Help" (:30)

MAIREAD RYAN O/C: The doctor called me up and was like "I wish I had better news." and I instantly knew what my fate was.

NARRATOR V/O: 1 in 3 people will hear "You have cancer" in their lifetime. That's why the American Cancer Society is always here.

STEVE DRAYTON O/C: The minute I found out I was diagnosed, I reached out.

NARRATOR V/O: From 24/7 support to free lodging and rides to treatment; we make sure everyone can get the care they need.

NARRATOR V/O: At any moment, we're here to help. Find the support you need at cancer dot org

GRAPHICS:

American Cancer Society logo

Find the support you need at cancer.org

A public service message from the American Cancer Society

"At Any Moment, We're Here to Help" (:15)

NARRATOR V/O: 1 in 3 people will hear "You have cancer" in their lifetime. That's why the American Cancer Society is always here to make sure that no one ever faces cancer alone.

Find the support you need at cancer dot org

GRAPHICS:

American Cancer Society logo

Find the support you need at cancer.org

A public service message from the American Cancer Society

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/ACS/

No End Date For Use

At Any Moment, We're Here to Help :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



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In reply refer to: 0941548393
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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®**