

American Cancer Society The Official Sponsor Of Birthdays™

We want the American Cancer Society brand to radiate two qualities: joy and determination. How do we express that thematically? Our new brand campaign uses three key points to talk about the Society's lifesaving work:

We fight for everyone.

Cancer doesn't discriminate; neither do we. We fight for every birthday threatened by every cancer, in every community. We fight so one day no one has to ever face cancer.

We combine wisdom with passion.

Our unwavering commitment is based on a century of experience. We turn what we know about cancer – like how to prevent it – into what we do. And we fight on every front, because lessons from one battlefield can mean victory on another.

We get results.

The list of accomplishments we've achieved with our more than 3 million supporters is long, but the bottom line is that more than 11 million cancer survivors – and countless Americans who have avoided cancer – are celebrating birthdays this year because of the progress we've made.

Value Proposition

Together with our millions of supporters, the American Cancer Society saves lives and creates more birthdays by helping people stay well and get well, by finding cures, and by fighting back.

How do we talk about these four ways we save lives together? Here are a few examples.

Stay Well

- The key to celebrating more birthdays is to stay well.
- We save lives by helping people everywhere take steps to prevent cancer or detect it early, when it's most treatable.
- Whether it's helping you quit smoking, providing information on what cancer screening tests are right for you, or through simple tips to live a healthier lifestyle, we turn what we know about cancer into what we do about it.

Get Well

- Whether it's the middle of the day or the middle of the night, we're in your corner around the clock to guide you through every step of your cancer experience.
- The American Cancer Society saves lives by helping people get well by providing information to help make decisions or free services like transportation to and from cancer treatment or a free place to stay while receiving treatment far from home.
- We know that every cancer patient is a fighter – and we're in the ring with you through every round. We help you fight for more birthdays.

Finding Cures

- We have a long history of saving lives by helping find cancer's causes and cures.
- Whether it's discovering medications that help people live longer and better than ever, or pioneering and promoting the most promising cancer prevention or screening tests, we've been involved in nearly every major cancer breakthrough in the last century.
- As the world's largest private funder of cancer research, we support the best ideas of the brightest cancer researchers, who with each discovery are getting us closer to a world with more birthdays.

Fighting Back

- At its core, the American Cancer Society is a vigilant grassroots force of citizen-soldiers – passionate volunteers who tirelessly seek to save lives from cancer.
- We work with lawmakers everywhere to make this world a healthier place to live and we rally communities around the globe to join our fight.
- Whether it's passing smoke-free laws, increasing funding for cancer research, improving access to quality health care, or inspiring communities to take up the fight, we fight on all fronts, because the lessons we learn from one battlefield can mean victory on another.
- Through community events like Relay For Life® and Making Strides Against Breast Cancer®, we mobilize the world's largest movement to to defeat cancer once and for all.

Expressive Themes

- Happy birthday is a victory song.
- A world with less cancer is a world with more birthdays.
- There's no such thing a too many candles.
- Join our global movement to create a world with more birthdays.
- We have miles to go, but we celebrate our progress along the hard-fought way.
- The American Cancer Society is 100 percent focused on saving lives.

Birthday One-liners

- When you're in the thick of the fight against cancer, every new age is a cause for celebration – a sign of a battle won, and of an enemy defeated.
- When you do the kind of work we do, you realize how special a birthday can be: a celebration of life, a marker of progress.
- At the American Cancer Society, we're working to create a world with more birthdays – where cancer never steals another year from anyone's life.
- We're fighting for every birthday, threatened by every cancer, in every community.
- We use the wisdom gained from our century of experience to fight for everyone – and our passionate resolve means we get results.

- As we save lives from cancer, what we are really doing is giving people more of their most precious resource: time. More time with their families and friends, more memories, more celebrations ... and more birthdays.

Boilerplates

Together, we're saving lives and creating more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back against cancer.

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us any time, day or night, at 1-800-227-2345 or visit cancer.org.