

THE
EVERY 13 MINUTES
PROJECT

WHAT IS THE GOAL? OUR GOAL IS TO INCREASE AWARENESS ABOUT METASTATIC BREAST CANCER AND RAISE DONATIONS THAT FUND LIFESAVING RESEARCH.

HOW ARE WE GOING TO ACHIEVE THIS GOAL? ULTIMATELY THROUGH A VIRAL CAMPAIGN VIDEO ON YOUTUBE AND FACEBOOK THAT WILL DRIVE TRAFFIC TO A HIGH IMPACT MICROSITE.

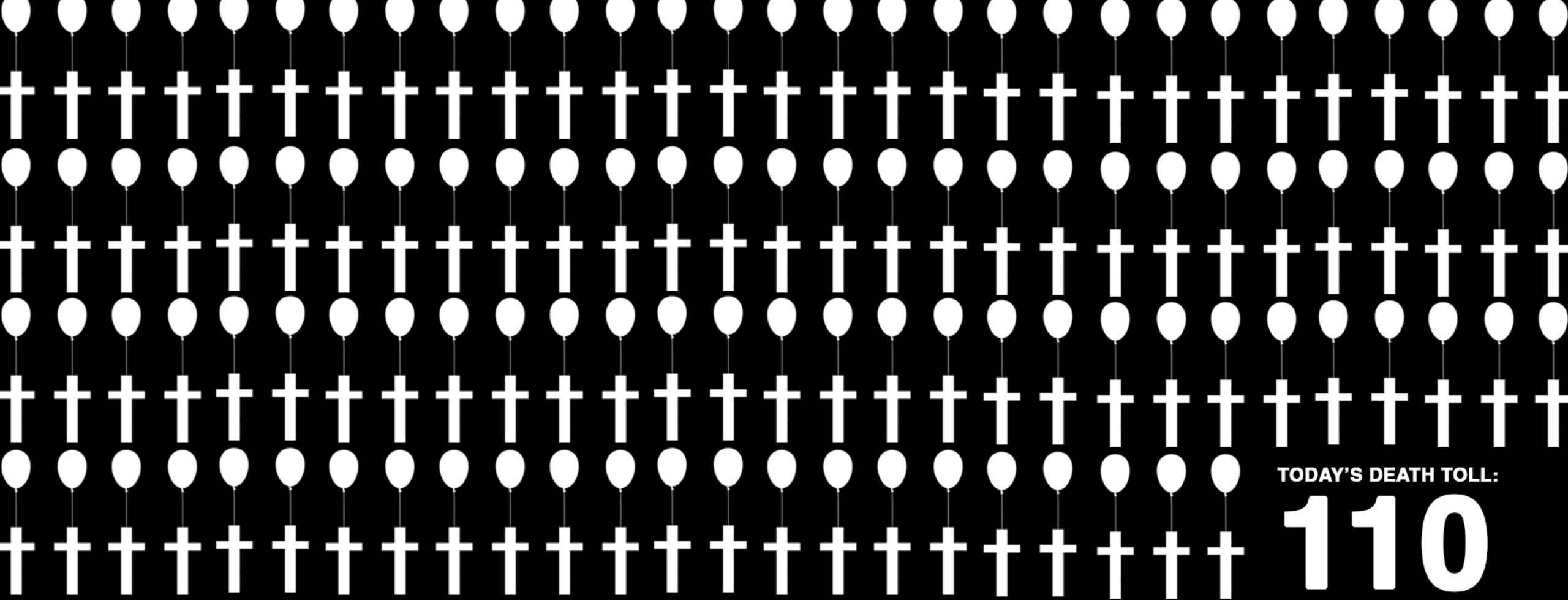
**ABOUT 40,290 WOMEN IN THE
U.S. ARE EXPECTED TO DIE IN 2015
FROM METASTATIC BREAST
CANCER.**

110 PER DAY

1 EVERY 13 MINUTES

PART 1: THE STUNT

A POP UP SAN FRANCISCO GRAVEYARD



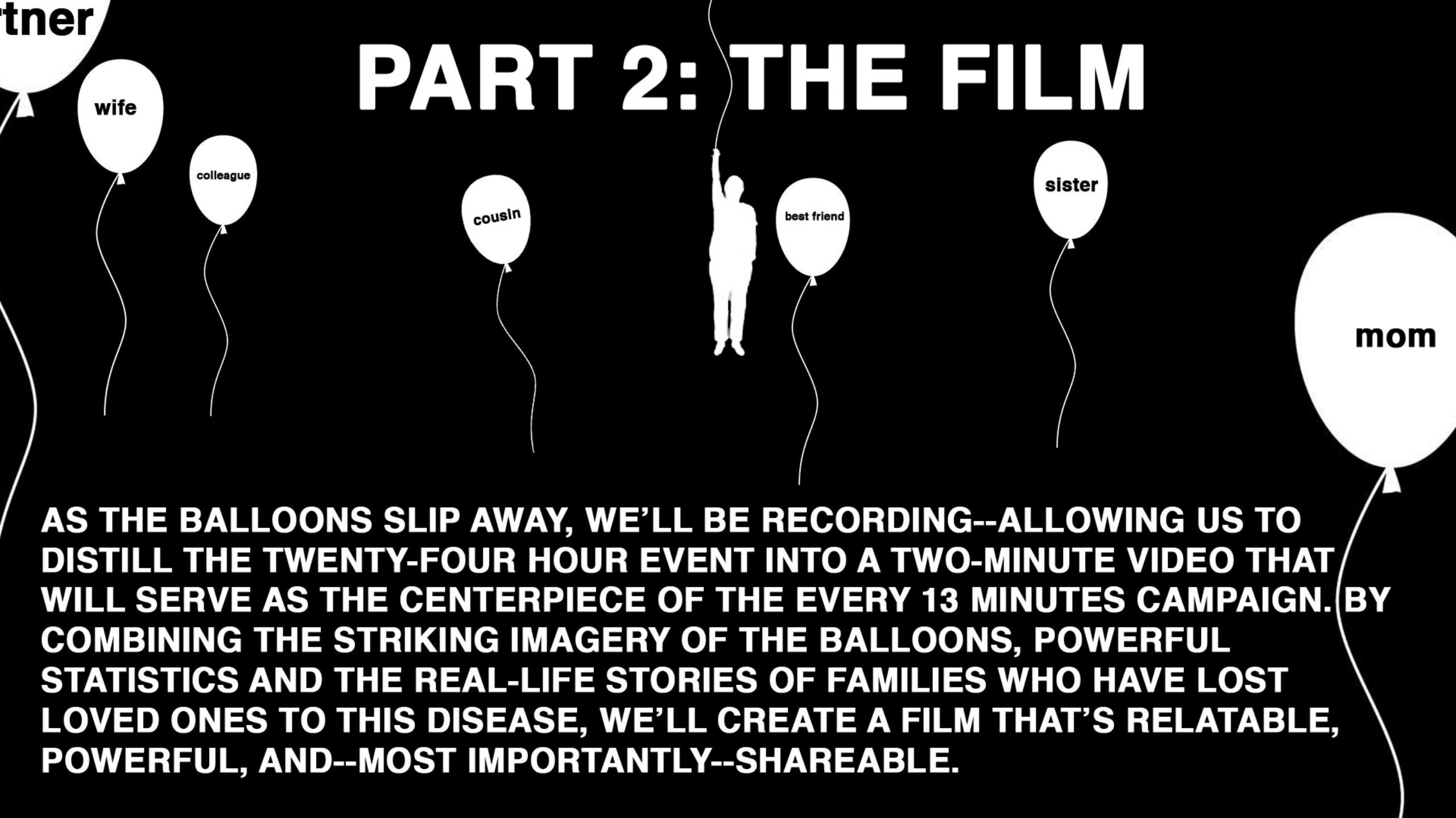
TODAY'S DEATH TOLL:

110

WE'LL SET UP A PUBLIC GRAVEYARD OF 110 WHITE CROSSES, EACH WITH A WHITE BALLOON ATTACHED, IN ORDER TO REPRESENT THE 110 WOMEN THAT WILL LOSE THEIR LIVES THAT DAY TO METASTATIC BREAST CANCER. THE FIRST BALLOON WILL BE RELEASED WITH THE SOUNDING OF A GONG AT 12:00. FOR THE FOLLOWING 24 HOURS, WE WILL RELEASE ANOTHER BALLOON EVERY 13 MINUTES SYMBOLIZING THE DEATH OF ANOTHER WOMAN.

tner

PART 2: THE FILM



PART 3: THE MICRO-SITE

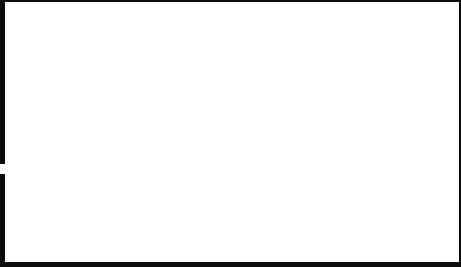
EVERY13MINUTES.COM

A BEAUTIFULLY DESIGNED, HIGH-IMPACT MICROSITE WILL CHANNEL THE MOMENTUM OF THE CAMPAIGN INTO DONATIONS TO FUND RESEARCH.

DYNAMIC INTRO PAGE WITH
MAIN CAMPAIGN VIDEO



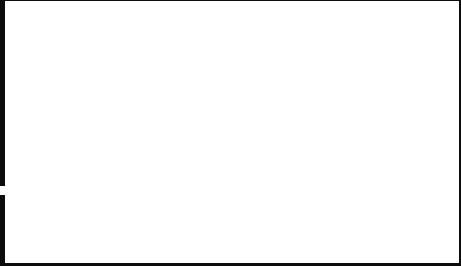
PROJECT INFORMATION + INSPIRATION



VIDEO: MEET DR. PAMELA MUNSTER

+

CREDIBLE INFORMATION FROM OUR PARTNER
ORGANIZATION ABOUT WHERE THE MONEY IS
GOING AND HOW IT WILL HELP FURTHER
RESEARCH.



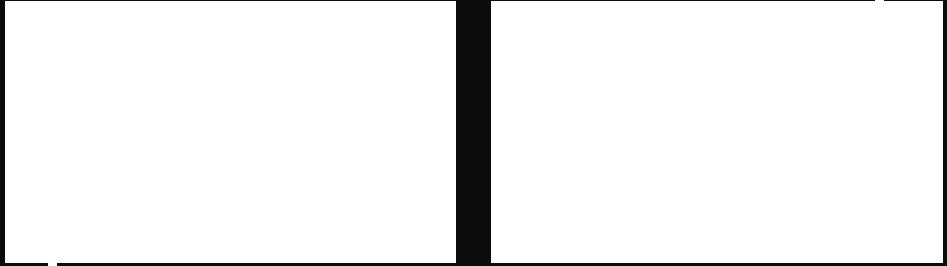
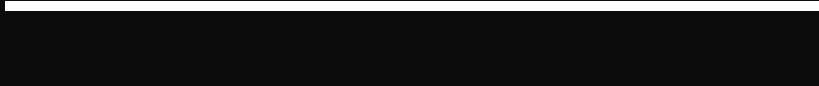
CTA & DONATION PAGE



EVERY 13 MINUTE STORIES



SECONDARY GRAPHIC ALSO SHOWING THE
SCIENCE BEHIND THE RESEARCH



GRAPHIC SHOWING THE
SCIENCE BEHIND THE RESEARCH

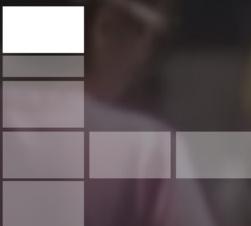


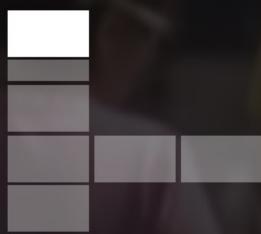
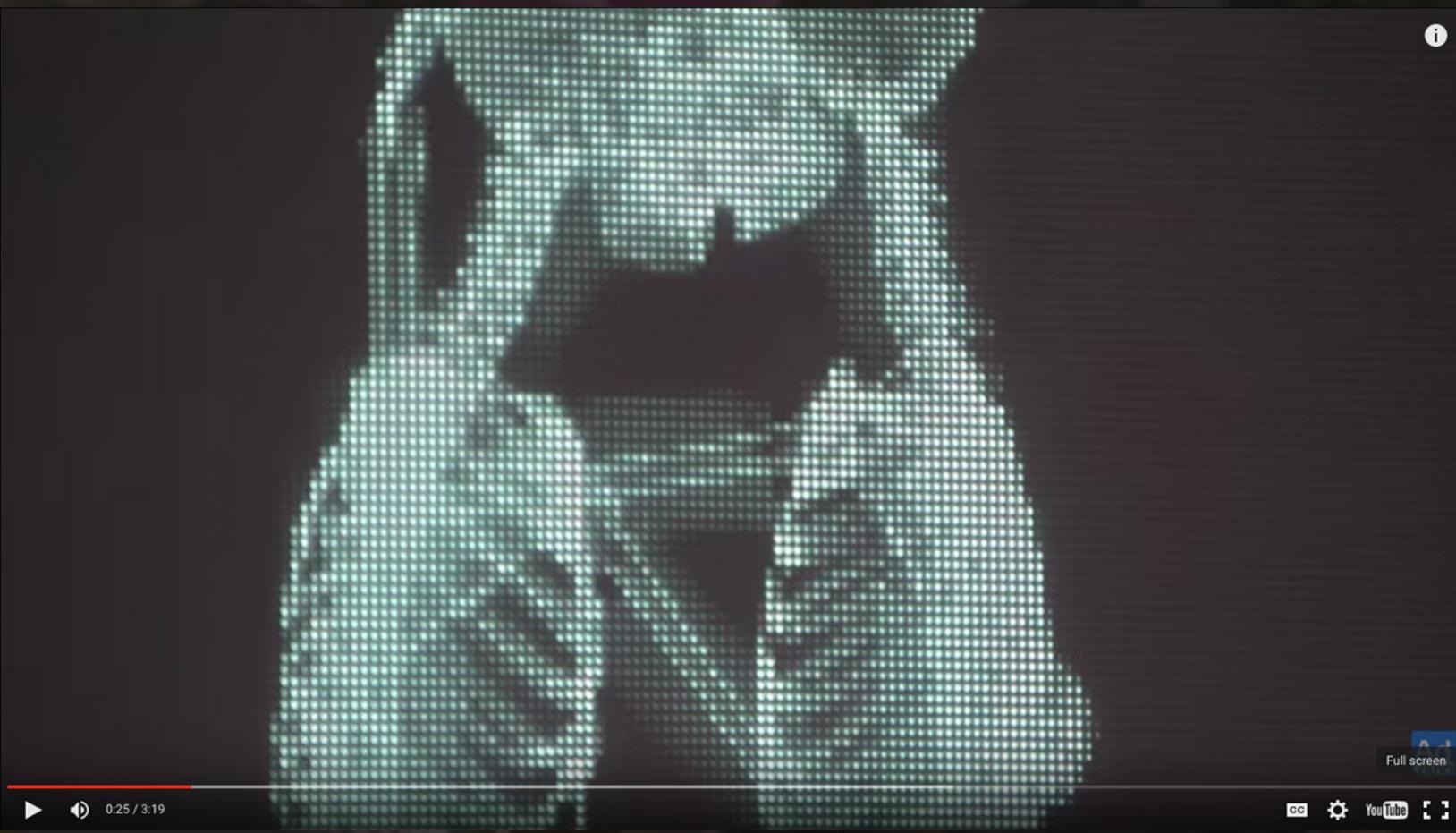


**EVERY 13 MINUTES A WOMAN DIES FROM
BREAST CANCER.**

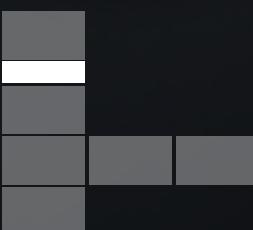
02:54:00

THE CAMPAIGN VIDEO

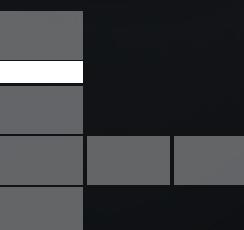




EVERY THIRTEEN MINUTES, A FAMILY IS RIPPED APART. HEAR RILEY'S STORY.



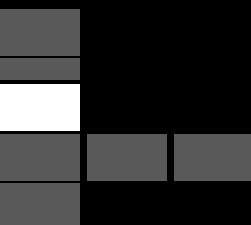
**EVERY THIRTEEN MINUTES, A FAMILY IS RIPPED
APART. HEAR RILEY'S STORY.**



4:11 PM

November 4th, 2015

My name is **Andrew Fuchs**. I am a 17 year old filmmaker from San Francisco. On November 4th, 2015, **I watched helplessly as breast cancer stole my mom away from me**. This project is my reaction to that. I do not want anyone else to lose their loved ones to this awful disease. My goal is to help enable the research needed to **end this cycle of senseless and untimely deaths**.





**WHAT ARE YOU
DONATING TO?**

**LISTEN TO DIRECTOR OF
EARLY PHASE CLINICAL
TRIALS AT UCSF, DR.
PAMELA MUNSTER.**



partner

wife

colleague

cousin

sister

best friend

mom

\$5

\$25

\$50

\$100

\$250

\$500

ENTER AMOUNT

By donating to The Every13Minutes Project, you will be supporting research that will advance the forefront of cancer treatment. Your generosity will extend and improve the lives of women who are already battling and help win the fight for generations of women to come.

PART 4: THE DISTRIBUTION PLAN

VICE, BUZZFEED VIDEO,
UPWORTHY

CREDIBLE
INFLUENCER(S)

NEWS ORGANISATIONS

ORGANIC VIEWS AND SHARES
(FACEBOOK + YOUTUBE)



Create Page



BuzzFeed Video

BuzzFeed Video • Media/News/Publishing

Like Message ...

Timeline About Videos Photos Likes

Featured Video



This 17 year old set up a graveyard in the middle of San Francisco to show how many people die from metastatic breast cancer each day.
#Every13Minutes

96,895 22,964 8,211,526

Like · Comment · Share





Search Facebook



Andrew

Home



Like



Comment



Share

8 people like this.

**Linda Strietmann** Sweet, innocent, adorable face!

Like · Reply · 34 mins



Alfonzo Straightman replied · 2 Replies · 30 mins

**Michael Thomas Klein** Blink of an eye

Like · Reply · 17 mins



Write a comment...



Andrew

1 event invite

Leonardo Ferlinghetti and 1 other

TRENDING

**Wendelstein 7-X:** Nuclear Fusion Test Bed Successfully Turned On for 1st Time, Scientists Say**Every 13 Minutes:** Organization releases campaign video showing graveyard in the middle of San Francisco.**American Atheists:** Group Puts Up Billboard Encouraging Drivers to Skip Church on Christmas**Zotac:** Company Announces Mini-Computer With Skylake Processor**Justin Bieber:** Instagram User Responds to Singer's Request for Fans to Find Her, Reports Say**Tesla Motors:** Two-Thirds of Owners Reportedly to Need Replacement of Model S Cars by 60,000 Miles**Tim Cook:** Apple CEO Says Inexpensive Laptops in Schools Are 'Test Machines'**El Chapo:** Mexican Cartel Boss Reportedly Threatens Islamic State Group in Encrypted Email**Bald Eagle:** Bird Seen Snapping at Donald Trump in Video Taken During a Photo Shoot**Izzy Nolan** shared BuzzFeed's video.

20 mins · 1 person



478,305 Views



Like Page

BuzzFeed

2 hrs · 1 person

This 17 year old set up a graveyard in the middle of San Francisco to raise money for breast cancer research. #Every13Minutes



Like



Comment



Share



Write a comment...

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Facebook © 2015



The San Francisco Pop Up Graveyard | Every 13 Minutes

**EVERY
13
MINUTES** Every 13 Minutes

55,422,120

Up next



Los Problemas de Textear de Tomás |
Texting and Driving Prevention | Ad Council
by Ad Council
301 views
0:32

Signs of Autism (Behind The Scenes) -
Jacob's Story | Autism Awareness | Ad

THE
EVERY 13 MINUTES
PROJECT

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