

PRESS RELEASE – PRINT VERSION

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FOR IMMEDIATE RELEASE

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American Cancer Society Launches Social Media Campaign, “I Can, Cancer Can’t”

ATLANTA – Today the American Cancer Society launches its social media campaign titled, “I Can, Cancer Can’t,” building on the nonprofit’s role as “The Official Sponsor of Birthdays.” The campaign aims to reach millennials where they get their news and educate them about cancer prevention and health screenings.

The ACS conducted extensive research and connected with thousands of young adults, cancer patients and survivors, and “I Can, Cancer Can’t” reflects the goals and aspirations they are or will achieve with the help of the ACS’s efforts.

“I Can, Cancer Can’t” will invite and inspire millennials nationwide to take the necessary steps to keep themselves healthy and cancer-free by asking the question “What would you do with more birthdays?” The ACS also hopes to encourage young adults to become active in the fight to eradicate cancer. The campaign is also aligned with hospitals and clinics across the U.S. to offer cancer screenings at a reduced cost or free of charge (those that are not already administered for free under Medicaid). The campaign will continue until summer of 2014.

The campaign integrates participation through mobile and social elements. Social media fans and followers can take photos of themselves pre- or post-screening, or doing something they

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wouldn't have been able to do because of cancer and tag it with the hashtag: #ICanCancerCant. They can also share the videos and photos promoted by the ACS as a way to invite their friends and followers to donate to the ACS.

“Nearly 200,000 cancer related deaths could be prevented annually by simple lifestyle adjustments,” said Ahmedin Jemal, vice president of the Surveillance and Health Services Research Program at the American Cancer Society. “Making an effort to quit smoking, improve diet and physical activity, and take part in screening tests dramatically decreases your risk of cancer. We could accelerate the annual prevention rate in the U.S. by engaging all segments of the population.”

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

For more information, visit <http://cancer.org/icancancercant> or find us on Facebook and Twitter.

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