

FILL-IN RELEASE #4
Service Packet
SUGGESTED TEXT FOR EDITORIAL

NOTE: This release must be copied filling in the required information before being released to local newspapers.

It has been announced that the American Cancer Society organization in this community is about to activate a cancer patient service project here. This is a very worthy endeavor and it receives our whole-hearted endorsement.

The ACS officials say that they will need a lot of volunteers and it is possible they will have trouble in finding all the hands they need to do the many chores planned.

Most everybody is interested in the cancer control program. Here as in most every other _____ in the country, our people (town, city or county) have supported the ACS Cancer Crusade with funds and most of us feel we are a direct part of the vast research program that our money has gone to support. There certainly is something thrilling and dramatic about the scientists' vital race with time in their quest for the secrets of cancer -- secrets that eventually will lead to complete conquest over this fearful disease. There is great satisfaction too to know that our money has helped to pay for educational programs that actually are saving lives -- at least 70,000 of them throughout the U.S. in 1951 -- by alerting people to cancer's early symptoms.

But in the meantime, many others are critically ill -- some beyond hope. It is with these people that the ACS service program is concerned.

_____ is no exception. The ACS service program (Name of community) in this _____ (city, town, county) can do much to alleviate the suffering of cancer patients, particularly those at home. It requires brave, sincere people to volunteer for this work. There is nothing glamorous about sitting up with a patient while the wife or mother takes an evening off -- or using your car to drive a cancer patient to the hospital for treatment -- or delivering to the home some of the 250 odd items that the ACS lends or gives to help make

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