



Media Kit

**American Cancer Society's Coaches vs. Cancer
Suits And Sneakers Week
January 24 – 30, 2022**

For more information:
Please contact Anne Gmerek
Anne.Gmerek@cancer.org



These announcements can be customized whether one or both coaches in the game are participating.

(Week before Suits & Sneakers game)

Good (evening morning/afternoon), (name of school) welcomes you to (name of stadium/field, gymnasium) for today's game. We want to remind you that next week is the American Cancer Society's Coaches vs. Cancer - Suits And Sneakers Week, when thousands of coaches, including Coach [name] and his coaching staff, will be wearing their sneakers <insert "and specially designed Suits And Sneakers apparel" if your coach has purchased> to raise awareness about the fight against cancer and inspire hope. Their efforts, along with Coaches vs. Cancer supporters nationwide, will help the American Cancer Society attack cancer from every angle and provide support to millions of cancer patients living in the U.S. today.

(Pre-game)

Good (evening morning/afternoon), (name of school) welcomes you to (name of stadium/field, gymnasium) for today's game. We remind you that during today's game Coach/Coaches [name(s)] and his/their coaching staff are proudly participating in the American Cancer Society's Coaches vs. Cancer - Suits And Sneakers Week by wearing their sneakers <insert "and specially designed Suits And Sneakers apparel" if your coach has purchased> to raise awareness about the fight against cancer and inspire hope. Their efforts, along with Coaches vs. Cancer supporters nationwide, will help the American Cancer Society attack cancer from every angle and provide support to millions of cancer patients living in the U.S. today.

This year's American Cancer Society's Coaches vs. Cancer - Suits And Sneakers Week also serves as a reminder that cancer patients and survivors have been especially affected by the coronavirus pandemic. Cancer hasn't stopped, and neither have the efforts to ensure cancer patients and survivors can safely resume necessary treatments and screenings.

You can help Coach/Coaches [name(s)] raise awareness about the fight against cancer, a disease which will affect one in three men and women in the U.S. in their lifetime. Help fight cancer and inspire hope. Get involved today by purchasing your specially designed 2022 Suits And Sneakers T-Shirt- follow Coaches vs. Cancer on Instagram, Twitter, and Facebook to find the link to order and to learn more.

(After lineups are introduced -prior to game start)

Ladies and Gentlemen, Coach/Coaches [name(s)] and his/their coaching staff(s) are proudly wearing their sneakers <insert "and specially designed Suits And Sneakers apparel" if your coach has purchased> to support the American Cancer Society, through its Coaches vs. Cancer program. They join coaches nationwide in raising funds and awareness for the American Cancer Society and their efforts to attack cancer from every angle. Get involved today by purchasing your specially designed 2022 Suits And Sneakers T-Shirt- follow Coaches vs. Cancer on Instagram, Twitter, and Facebook to find the link to order and to learn more.



(For use during breaks in action and on social)

- Follow the action on Instagram and twitter at @coachesvscancer and share your cancer story with us by using the hashtag #SuitsAndSneakers.
- As we all navigate the impact of the coronavirus pandemic, the American Cancer Society and its Coaches vs. Cancer program remain committed to those whose lives have been touched by cancer. Many cancer patients and survivors have had to suspend their cancer treatments and screenings during the pandemic. But cancer hasn't stopped, and neither will our efforts to support Coaches vs. Cancer and the American Cancer Society's fight to end cancer. Visit "cancer dot org" today to learn more.
- Since the American Cancer Society's Coaches vs. Cancer program began over 25 years ago, college and high school coaches have raised more than \$140 million to attack cancer from every angle but they won't stop until cancer does. You can join the team and fundraise too at "suits and sneakers dot org" or follow @coaches vs cancer on social media.
- If you or someone you know needs help or information about cancer, please contact the American Cancer Society at 1-800-227-2345 or visit "cancer dot org."



If your Coach **IS** wearing the specially designed Suits And Sneakers polo or pullover:

- I'm partnering with many of my fellow coaches across the country to wear my specially designed American Cancer Society Coaches vs. Cancer - Suits And Sneakers apparel today to raise awareness about the American Cancer Society's fight against cancer. It's an easy way for me to show my support for their efforts to eliminate this disease.
- Anyone interested in getting the t-shirt version of the American Cancer Society's Coaches vs. Cancer - Suits And Sneakers coach apparel that I'm wearing can order theirs by visiting the link in the bio on Coaches vs. Cancer social channels. Net proceeds of the sale these shirts will go back to the American Cancer Society.
- We hope that our fans will rally together with us and the American Cancer Society's Coaches vs. Cancer to make a meaningful difference for everyone facing the disease. I encourage all to join us in this fight by donating to the American Cancer Society through the Coaches vs. Cancer program at suitsandsneakers.org.
- We all know how tough this past year has been for all of us as we've navigated through the various impacts of the coronavirus pandemic. But this virus has presented a unique set of challenges for cancer patients and survivors who've had to pause their treatments and screening protocols. The work we're doing in partnership with the American Cancer Society's Coaches vs. Cancer program allows us to help raise funds to help cancer patients and survivors safely resume treatments and screenings and contribute in a meaningful way to the American Cancer Society in the fight to end cancer.
- For me, cancer touched my life by (insert personal story about your own fight with cancer or that of a family member, friend, or colleague). This experience has intensified my drive to fight cancer. Supporting the American Cancer Society through the Coaches vs. Cancer program is the best way I can do that. The Coaches vs. Cancer program is a powerful way for our coaching community to be a part of the American Cancer Society's efforts to fight for a world without cancer.
- Whether you're a coach, player, or fan, you can join us in the fight against cancer. Share your photos of tonight's game using #SuitsAndSneakers to share your support!
- **If you are choosing to honor a survivor at your Suits And Sneakers Week game:** As we compete on the court today, we're reminded that so many cancer patients are fighting for their lives and we want to do everything we can to help them. Honoring XXX survivor is an example of the progress we've made but there is still so much more we can do. Join us at suitsandsneakers.org.
- As always, if you or someone you know needs help or information about cancer please contact the American Cancer Society. They're available 24 hours a day, 7 days a week at 1(800)-227-2345 or visit cancer.org.



If your Coach is **NOT** wearing the specially designed Suits And Sneakers polo or pullover:

- I'm partnering with many of my fellow coaches across the country to wear sneakers today to raise awareness about the American Cancer Society's fight against cancer. It's an easy way for me to show my support for their efforts to eliminate this disease.
- We hope that our fans will rally together with us and the American Cancer Society's Coaches vs. Cancer program to make a meaningful difference for everyone facing the disease. I encourage all to join us in this fight by donating to the American Cancer Society through the Coaches vs. Cancer program at suitsandsneakers.org.
- We all know how tough this past year has been for all of us as we've navigated through the various impacts of the coronavirus pandemic. But this virus has presented a unique set of challenges for cancer patients and survivors who've had to pause their treatments and screening protocols. The work we're doing in partnership with the American Cancer Society's Coaches vs. Cancer program allows us to help raise funds to help cancer patients and survivors safely resume treatments and screenings and contribute in a meaningful way to the American Cancer Society in the fight to end cancer.
- For me, cancer touched my life (insert personal story about your own fight with cancer or that of a family member, friend, or colleague). This experience has intensified my drive to fight cancer. Supporting the American Cancer Society through the Coaches vs. Cancer program is the best way I can do that. The Coaches vs. Cancer program is a powerful way for our coaching community to be a part of the American Cancer Society's efforts to lead the fight for a world without cancer.
- Whether you're a coach, player, or fan, you can join us in the fight against cancer. Share your photos of tonight's game using #SuitsAndSneakers to share your support!
- **If you are choosing to honor a survivor at your Suits And Sneakers Week game:** As we compete on the court today, we're reminded that so many cancer patients are fighting for their lives and we want to do everything we can to help them. Honoring XXX survivor is an example of the progress we've made but there is still so much more we can do. Join us at suitsandsneakers.org.
- As always, if you or someone you know needs help or information about cancer please contact the American Cancer Society. They're available 24 hours a day, 7 days a week at 1(800)-227-2345 or visit cancer.org.



WHAT: The American Cancer Society's Coaches vs. Cancer - Suits And Sneakers ® Week (January 24-30, 2022) is a nationwide event that unites coaches across the country to raise funds and awareness about the fight against cancer and promotes the American Cancer Society as a source of inspiration and hope for those facing cancer. While coaching games during the week, coaches wear sneakers with their game attire as a visible reminder of their support of the American Cancer Society.

The COVID-19 pandemic has presented a unique set of challenges for cancer patients and survivors who've had to pause their treatments and screening protocols. Coaches participating in Suits And Sneakers Week help raise visibility and funds to support the American Cancer Society's work to help cancer patients and survivors safely resume treatments and screenings, and contribute in a meaningful way to the mission to end cancer.

During the American Cancer Society's Coaches vs. Cancer - Suits And Sneakers Week, several coaches from across the country will wear specially designed Coaches vs. Cancer Suits And Sneakers polos/to raise awareness about the American Cancer Society's fight against cancer. Alternate versions of the coaches' apparel are [available for fans and supporters](#), with net proceeds of shirt sales benefiting the American Cancer Society's Coaches vs. Cancer program (sales end Feb 1).

The Coaches vs. Cancer program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The program empowers basketball and other athletic coaches to save lives from cancer by leveraging their community leadership to raise awareness and funds for the American Cancer Society.

WHEN: Suits And Sneakers Week takes place January 24-30, 2022, with coaches designating a specific Suits And Sneakers Week game to raise funds and awareness. The Suits And Sneakers game/s in the (insert local market) area will be played between (insert teams) on (insert date) at (insert time) at (insert location). Fans are asked to wear (insert designated color and/or "their sneakers" to the game to show their support).

WHERE: [Cancer.org](https://www.cancer.org)
suitsandsneakers.org

CONTACT: INSERT LOCAL COMMUNICATIONS CONTACT

MORE INFO: For over 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. With your passion and dedicated support, the impact has been felt in communities nationwide. Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in improving and saving lives from cancer in the US and worldwide. The fight isn't over and we need you on our team. For more information and to join coaches in the fight against cancer, visit coachesvscancer.org.



Sports Information Directors!

Thank you for participating in this year's Suits And Sneakers® Week, a Coaches vs. Cancer initiative that will take place January 24-30, 2022 to support the American Cancer Society's lifesaving mission.

Promote #SuitsAndSneakers Week on social media! Use these sample posts and share photos or videos.



It's #SuitsAndSneakers Week! We are proud to support @CoachesvsCancer and their mission to help save more lives from cancer.

Sample Tweets



We're wearing sneakers in support of @CoachesvsCancer #SuitsAndSneakers Week. Whether you're a coach, player, or fan - you can join us in our fight against cancer. Learn more at suitsandsneakers.org.

Sample Facebook or Instagram posts



Our coaches are supporting @CoachesvsCancer tonight by wearing #SuitsAndSneakers to raise awareness for the lifesaving work of the @AmericanCancerSociety. Learn more at cancer.org.



It's @CoachesvsCancer #SuitsAndSneakers Week! This week, coaches across the country are uniting for a common cause - saving lives from cancer. Learn more: suitsandsneakers.org

When you share a message on social media, be sure to tag @CoachesvsCancer and use the hashtag #SuitsAndSneakers or #CoachesvsCancer
For questions, please contact Anne Gmerek at anne.gmerek@cancer.org

**Learn more about: Coaches vs. Cancer
at coachesvscancer.org**



Additional Social

In addition to general support of the American Cancer Society's Coaches vs. Cancer - Suits And Sneakers Week, below are some suggested posts if your Coach IS wearing the specially designed Suits And Sneakers polo or pullover:



Support Coach <insert last name> and @CoachesvsCancer by getting your version of the Suits And Sneakers apparel to Support #SuitsAndSneakers! Order yours today: [<https://www.b-unlimited.com/collections/coaches-vs-cancer>] and learn more about the lifesaving work of @AmericanCancer



I am wearing my #SuitsAndSneakers apparel to support @CoachesvsCancer! Order your version now and support in style: [<https://www.b-unlimited.com/collections/coaches-vs-cancer>] and learn more about the lifesaving work of @AmericanCancer



Support Coach <insert last name> and @coachesvscancer By getting your version of the Suits And Sneakers apparel to support #SuitsAndSneakers! You don't want to miss out on these: [<https://www.b-unlimited.com/collections/coaches-vs-cancer>] and learn more about the lifesaving work of @AmericanCancerSociety



I am wearing my #SuitsAndSneakers apparel to support @CoachesvsCancer! Order your version now here: [<https://www.b-unlimited.com/collections/coaches-vs-cancer>] and learn more about the lifesaving work of the @AmericanCancerSociety



Support Coach <insert last name> and #SuitsAndSneakers by getting your version of the Suits And Sneakers apparel! Link in bio over at @coachesvscancer to get yours! Learn more about the cancer fight @americancancersociety



I am wearing my #SuitsAndSneakers apparel to support the fight against cancer! Link in bio over at @coachesvscancer to get your version! Learn more about the cancer fight @americancancersociety