



## Media Kit

American Cancer Society's Coaches vs. Cancer  
Suits And Sneakers Week

January 23 – 29, 2023

**For more information:**

Please contact Amy Rohrer

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

***(Week before Suits And 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 with their suits to raise awareness about the fight against cancer and inspire hope. This year specifically, we are asking all fans to help *Set the Screen* and make sure they and their loved ones have the most up-to-date information on cancer screenings. To learn more about Coaches vs. Cancer and *Setting the Screen* to save lives from cancer, visit [www DOT coaches DOT cancer DOT org](http://www.DOTcoaches.DOTcancer.DOTorg).

***(Pre-game)***

Fans, as we celebrate the annual Coaches vs. Cancer Suits And Sneakers Week, we are raising awareness and funds in the fight against cancer. Cancer affects everyone, and the American Cancer Society, Coaches vs. Cancer, and [SCHOOL] are committed to fighting for a world without cancer. One of the best ways we can all participate in this fight is through early detection and cancer screening. Coach [NAME] asks everyone in this arena is to make sure you have a plan to get screened for cancer at the right time for you and your loved ones. We will save more lives by doing this, and continue to win our fight against cancer. For more information on cancer screening options near you, go to [coaches DOT cancer DOT org](http://coaches.DOTcancer.DOTorg).

***OR***

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 with their suits to raise awareness about the fight against cancer and inspire hope. This year specifically, we are asking all fans to help *Set the Screen* and make sure they and their loved ones have the most up-to-date information on cancer screenings. To learn more about Coaches vs. Cancer and *Setting the Screen* to save lives from cancer, visit [www DOT coaches DOT cancer DOT org](http://www.DOTcoaches.DOTcancer.DOTorg).

***(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 with their suits to support the American Cancer Society, through it's Coaches vs. Cancer program. They join coaches nationwide in raising funds and awareness for the American Cancer Society and their efforts to prevent and fight cancer in every person. Go to [www DOT coaches DOT cancer DOT org](http://www.DOTcoaches.DOTcancer.DOTorg) to learn more about how we are making a difference in the fight against cancer.



***(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.
- 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 "coaches dot 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 continue the fight against cancer but they won't stop until cancer does. You can join the team and learn more at "coaches DOT cancer DOT org" or follow "AT" 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."

- 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.
- 1 in 3 people in the U.S. will be diagnosed with cancer, but regular screening increases the chances of early detection. That's why we're helping Coaches vs. Cancer and the American Cancer Society spread the message of the positive impact cancer screenings can have for you and your family's lives.
- Share that cancer screening saves lives by using the hashtags #suitsandsneakers and #suitup and tagging @coachesvscancer on social media. Learn more about screening and early detection at coaches DOT cancer DOT org.
- 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 coaches DOT cancer DOT org.
- 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 through (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 XXXX survivor is an example of the progress we've made but there is still so much more we can do. Join us at coaches DOT cancer DOT 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<sup>®</sup> Week (January 23-29, 2023) 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 suits 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 over the past few years. 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.

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 23-29, 2023, 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:** [Coaches.cancer.org](https://coaches.cancer.org)  
[Cancer.org](https://cancer.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](https://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 23-29, 2023 to support the American Cancer Society's lifesaving mission.

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

## Sample Tweets



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

We're wearing sneakers in support of @CoachesvsCancer #SuitsAndSneakers Week. Whether you're a coach, player, or fan - you can #SuitUp and join us in our fight against cancer. Learn more at [coaches.cancer.org](https://coaches.cancer.org).



## Sample Facebook or Instagram posts



Our coaches #SuitUp tonight to support @CoachesvsCancer by wearing #SuitsAndSneakers to raise awareness for the lifesaving work of the @AmericanCancerSociety. Learn more at [coaches.cancer.org](https://coaches.cancer.org).



It's @CoachesvsCancer #SuitsAndSneakers Week! This week, coaches across the country #SuitUp and unite for a common cause—saving lives from cancer. Learn more: [coaches.cancer.org](https://coaches.cancer.org)

When you share a message on social media, be sure to tag @CoachesvsCancer and use the hashtags #SuitsAndSneakers #SuitUp or #CoachesvsCancer

For questions, please contact Amy Rohrer at [Amy.Rohrer@cancer.org](mailto:Amy.Rohrer@cancer.org)

Learn more about: Coaches vs. Cancer  
at [coachesvscancer.org](https://coachesvscancer.org)