



MEDIA KIT

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

**FOR MORE INFORMATION:
PLEASE CONTACT AMY ROHRER
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PA ANNOUNCEMENTS

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 IN THE MISSION TO END CANCER AS WE KNOW IT, FOR EVERYONE. 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.

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 ENDING CANCER AS WE KNOW IT, FOR EVERYONE. ONE OF THE BEST WAYS WE CAN ALL PARTICIPATE 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. FOR MORE INFORMATION ON CANCER SCREENING OPTIONS NEAR YOU, GO TO COACHES.DOT.CANCER.DOT.ORG.

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 IN OUR MISSION TO END CANCER AS WE KNOW IT, FOR EVERYONE. 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.



PA ANNOUNCEMENTS

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 END CANCER AS WE KNOW IT, FOR EVERYONE. GO TO WWW DOT COACHES DOT CANCER DOT ORG TO LEARN ABOUT COACHES VS. CANCER AND SETTING THE SCREEN TO SAVE LIVES FROM 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.
- *[MASCOT]* FANS, MAKE A PLAY FOR A NEIGHBOR AND VOLUNTEER WITH THE AMERICAN CANCER SOCIETY'S ROAD TO RECOVERY TO HELP CANCER PATIENTS GET TO LIFE-SAVING APPOINTMENTS. VISIT CANCER DOT ORG SLASH DRIVE TO LEARN MORE.
- SINCE THE AMERICAN CANCER SOCIETY'S COACHES VS. CANCER PROGRAM BEGAN OVER 30 YEARS AGO, COLLEGE AND HIGH SCHOOL COACHES HAVE RAISED MORE THAN \$155 MILLION TO CONTINUE THE MISSION OF ENDING CANCER AS WE KNOW IT, FOR EVERYONE. YOU CAN JOIN THE TEAM AND LEARN MORE AT "COACHES VERSUS 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."



COACH TALKING POINTS

- 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 END CANCER AS WE KNOW IT, FOR EVERYONE.
- 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.
- 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 END CANCER AS WE KNOW IT, FOR EVERYONE.
- WHETHER YOU'RE A COACH, PLAYER, OR FAN, YOU CAN JOIN US IN OUR MISSION TO END CANCER AS WE KNOW IT, FOR EVERYONE. 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.



MEDIA ALERT TEMPLATE

WHAT: THE AMERICAN CANCER SOCIETY'S COACHES VS. CANCER – SUITS AND SNEAKERS[®] WEEK 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.

COACHES PARTICIPATING IN SUITS AND SNEAKERS WEEK HELP RAISE VISIBILITY AND FUNDS TO SUPPORT THE AMERICAN CANER SOCIETY'S WORK TO HELP CANCER PATIENTS, SURVIVORS, AS WELL AS CAREGIVERS IN THEIR CANCER JOURNEYS. EACH YEAR, COACHES ACROSS THE COUNTRY CONTRIBUTE IN OUR MISSION TO END CANCER AS WE KNOW IT, FOR EVERYONE.

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 RAISE AWARENESS AND FUNDS FOR THE AMERICAN CANCER SOCIETY BY LEVERAGING COMMUNITY LEADERSHIP.

WHEN: SUITS AND SNEAKERS WEEK TAKES PLACE JANUARY 27–FEBRUARY 2, 2025, WITH COACHES DESIGNATING A SPECIFIC SUITS AND SNEAKERS WEEK GAME TO RAISE FUNDS AND AWARENESS. *(INSERT GAMEDAY INFORMATION/DETAILS).*

WHERE: COACHES.CANCER.ORG

CONTACT: *INSERT LOCAL COMMUNICATIONS CONTACT*

MORE INFO: FOR OVER 30 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 OUR MISSION TO END CANCER AS WE KNOW IT, FOR EVERYONE, 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 27-February 2, 2025 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 @AmericanCancer and @CoachesvsCancer in their mission to end cancer as we know it, for everyone.

We're suiting up in support of @AmericanCancer and @CoachesvsCancer #SuitsAndSneakers Week. Whether you're a coach, player, or fan – you can #SuitUp and join us to end cancer as we know it, for everyone. Learn more at 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.

It's @CoachesvsCancer #SuitsAndSneakers Week! This week, coaches across the country #SuitUp and unite for a common cause—end cancer as we know it, for everyone. Learn more: 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

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