



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 THEIR 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 WWW.DOT.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 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 DONATE AND 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](https://twitter.com/COACHESVSCANCER) AND SHARE YOUR CANCER STORY WITH US BY USING THE HASHTAG [#SUITSANDSNEAKERS](https://twitter.com/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 \$179 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.



ADDITIONAL TALKING POINTS

If you would like additional information on any of the American Cancer Society's programs, please reach out.

FUNDRAISING

Since 1991, the @AmericanCancerSociety has contributed to a 34% decline in cancer mortality rate. Help us fund progress at coaches.cancer.org.

Thanks to the lifesaving work of the @AmericanCancerSociety, everyone has the opportunity to prevent, detect, treat, and survive cancer. Your donation helps fund that mission. Donate today at coaches.cancer.org.

No single non-governmental, not-for-profit organization has invested more to find the causes and cures of cancer as the @AmericanCancerSociety - and they're funded by donations like yours. Make a contribution today at coaches.cancer.org.

SCREENING

Screening tests can catch cancer before you have any symptoms, when it may be easier to treat. Add cancer to your playbook today by talking to your doctor, or find a screening location near you at coaches.cancer.org.

Don't let cancer get an early lead - make regular cancer screening part of your playbook. Ask your doctor if screening is right for you, or find a location at coaches.cancer.org.

HOPE LODGE

The @AmericanCancerSociety Hope Lodge provides a home away from home for cancer patients and their families at 31 locations across the country. Donate today, or volunteer at a location near you at cancer.org/hopelodge.

Lodging alone can cost cancer patients receiving treatment up to \$17,000.

@AmericanCancerSociety Hope Lodge communities across the country are helping to ease the burden. Volunteer at a location near you, or consider donating at cancer.org/hopelodge.

ROAD TO RECOVERY

Did you know that transportation barriers are the #1 reason for missed cancer appointments? You can help the @AmericanCancerSociety ease the burden by providing free rides to cancer patients. Get started at cancer.org/drive.

The @AmericanCancerSociety is providing free rides to treatment for cancer patients across the country, and your drive can help save lives. Learn how you can help at cancer.org/drive.

RESEARCH

The @AmericanCancerSociety is dedicated to improving the lives of people with cancer and their families. See how your contributions have fueled lifesaving research at <https://www.cancer.org/research/how-american-cancer-society-research-funding-works.html>.



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 CANCER 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 26–FEBRUARY 1, 2026, 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 26–February 1, 2026 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

#SuitsAndSneakers Week is back! I'm suiting up in support of @CoachesvsCancer and @AmericanCancer – and you can join me. Learn more at coaches.cancer.org.

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

I'm supporting @CoachesvsCancer and the @AmericanCancerSociety in their mission to end cancer as we know it, for everyone. Join me, and lace up your favorite kicks this #SuitsAndSneakers Week!

It's #SuitsAndSneakers Week, and coaches across the country are suiting up to raise awareness and funds for @CoachesvsCancer and the @AmericanCancerSociety. Learn more at 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