



SUITS & SNEAKERSTM

MEDIA KIT

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

**FOR MORE INFORMATION:
PLEASE CONTACT AMY ROHRER
AMY.ROHRER@CANCER.ORG**

PA ANNOUNCEMENTS

THESE ANNOUNCEMENTS CAN BE CUSTOMIZED WHETHER ONE OR BOTH COACHES IN THE GAME ARE PARTICIPATING.

WEEK BEFORE SUITS AND SNEAKERS GAME:

TODAY, WE'RE REMINDING YOU THAT NEXT WEEK IS THE AMERICAN CANCER SOCIETY'S COACHES VS. CANCER SUITS AND SNEAKERS WEEK. THOUSANDS OF COACHES, (INCLUDE COACH AND YOUR [TEAM] COACHING STAFF), WILL WEAR SNEAKERS TO SUPPORT THE AMERICAN CANCER SOCIETY AND EVERYONE IMPACTED BY CANCER. FROM FREE RIDES TO TREATMENT AND HOPE LODGE TO GROUNDBREAKING RESEARCH AND CANCER SCREENING, THE AMERICAN CANCER SOCIETY HELPS PEOPLE ACCESS THE CARE THEY NEED. LEARN MORE AT WWW.DOT.COACHESVERSUSCANCER.DOT.ORG.

PRE-GAME:

FANS, IT'S COACHES VS. CANCER SUITS AND SNEAKERS WEEK AND WE'RE RAISING AWARENESS AND FUNDS TO FIGHT CANCER. CANCER AFFECTS EVERYONE. THE AMERICAN CANCER SOCIETY, COACHES VS. CANCER AND (SCHOOL) ARE COMMITTED TO IMPROVING THE LIVES OF THOSE IMPACTED. TOGETHER WE CAN HELP IMPROVE THE LIVES OF EVERYONE FACING CANCER BY SUPPORTING RESEARCH, PROVIDING ACCESS TO CARE, AND ENCOURAGING LIFESAVING SCREENING. VISIT WWW.DOT.COACHESVERSUSCANCER.DOT.ORG TO LEARN MORE.

OR

GOOD (EVENING MORNING/AFTERNOON), (SCHOOL) WELCOMES YOU TO (STADIUM). (COACH) AND YOUR (TEAM) COACHING STAFF ARE PROUDLY PARTICIPATING IN THE AMERICAN CANCER SOCIETY'S COACHES VS. CANCER SUITS AND SNEAKERS WEEK. THEY'RE WEARING SNEAKERS TODAY TO AMPLIFY THE AMERICAN CANCER SOCIETY'S MISSION TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES THROUGH ADVOCACY, RESEARCH AND PATIENT SUPPORT. TODAY WE'RE CELEBRATING THE IMPACT COACHES CAN MAKE BY SUPPORTING EVERYONE FACING CANCER. VISIT WWW.DOT.COACHESVERSUSCANCER.DOT.ORG TO LEARN MORE.



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 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 TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES THROUGH ADVOCACY, RESEARCH, AND PATIENT SUPPORT. GO TO WWW.DOT.COACHESVERSUSCANCER.DOT.ORG TO DONATE AND LEARN HOW THE AMERICAN CANCER SOCIETY IS HELPING EVERYONE PREVENT, DETECT, TREAT, AND SURVIVE CANCER.

FOR USE DURING BREAKS IN ACTION AND ON SOCIAL:

FOLLOW THE ACTION ON INSTAGRAM AND TWITTER AT @COACHESVSCANCER AND SHARE WHY YOU'RE JOINING COACHES VS. CANCER OR RECOGNIZING SOMEONE IMPACTED BY CANCER 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 \$200 MILLION TO CONTINUE THE MISSION TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES THROUGH ADVOCACY, RESEARCH, AND PATIENT SUPPORT. YOU CAN JOIN THE TEAM AND LEARN MORE AT WWW.DOT.COACHESVERSUSCANCER.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 WEARING SNEAKERS TODAY TO JOIN MY FELLOW COACHES ACROSS THE COUNTRY IN RAISING AWARENESS ABOUT THE AMERICAN CANCER SOCIETY'S MISSION TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES.
- 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 THAT REGULAR CANCER SCREENING CAN SAVE LIVES.
- SHARE THAT CANCER SCREENING SAVES LIVES BY USING THE HASHTAGS #SUITSANDSNEAKERS AND #SUITUP AND TAGGING @COACHESVSCANCER AND @AMERICANCANCERSOCIETY ON SOCIAL MEDIA. LEARN MORE ABOUT SCREENING AND EARLY DETECTION AT WWW.DOT.COACHESVERSUSCANCER.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 WWW.DOT.COACHESVERSUSCANCER.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 IMPROVING THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES. 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 WWW.DOT.COACHESVERSUSCANCER.DOT.ORG.
- AS ALWAYS, IF YOU OR SOMEONE YOU KNOW NEEDS HELP OR INFORMATION ABOUT CANCER, PLEASE CONTACT THE AMERICAN CANCER SOCIETY.



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 helped prevent 4.8 million cancer deaths. Help us fund progress at www.coachesvscancer.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 www.coachesvscancer.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 www.coachesvscancer.org.

SCREENING

Screening tests can catch cancer before you have any symptoms, when it may be easier to treat. When caught early, the five-year survival rate for many cancers is over 90%. Talk with your doctor about recommended screenings or find a screening location near you at www.coachesvscancer.org.

HOPE LODGE

The @AmericanCancerSociety Hope Lodge provides a home away from home for cancer patients, caregivers, 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

Free rides help people get the treatment they need. 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 has been apart of almost every major cancer research breakthrough over the last 110 years and is dedicated to improving the lives of people with cancer and their families. See how your contributions have fueled lifesaving research at www.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 AWARENESS AND AMPLIFY THE AMERICAN CANCER SOCIETY'S WORK TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES. WHILE COACHING GAMES DURING THE WEEK, COACHES WERE SNEAKERS WITH SUITS AS A VISIBLE REMINDER OF THEIR SUPPORT FOR THE AMERICAN CANCER SOCIETY AND EVERYONE IMPACTED BY CANCER.

THE COACHES VS. CANCER PROGRAM IS A NATIONWIDE COLLABORATION BETWEEN THE AMERICAN CANCER SOCIETY AND THE NATIONAL ASSOCIATION OF BASKETBALL COACHES. THIS INITIATIVE LEVERAGES THE PERSONAL EXPERIENCES, COMMUNITY LEADERSHIP, AND PROFESSIONAL EXCELLENCE OF COACHES NATIONWIDE TO INCREASE CANCER AWARENESS AND PROMOTE HEALTHY LIVING THROUGH YEAR-ROUND AWARENESS EFFORTS, FUNDRAISING ACTIVITIES, AND ADVOCACY PROGRAMS. SINCE 1993, COACHES HAVE RAISED OVER \$200 MILLION FOR THE AMERICAN CANCER SOCIETY. VISIT COACHESVSCANCER.ORG TO LEARN MORE.

WHEN: SUITS AND SNEAKERS WEEK TAKES PLACE JANUARY 25-31, 2027.

WHERE: (INSERT GAMEDAY INFORMATION/DETAILS)

CONTACT: (INSERT LOCAL COMMUNICATIONS CONTACT)

BACKGROUND: NORM STEWART, FORMER HEAD COACH OF THE UNIVERSITY OF MISSOURI'S MEN'S BASKETBALL PROGRAM, CANCER SURVIVOR, AND MEMBER OF THE NABC, PROVIDED THE VISION AND INSPIRATION FOR THE COACHES VS. CANCER CONCEPT.

HE STARTED THE PROGRAM BY CHALLENGING FANS TO PLEDGE A DOLLAR AMOUNT FOR EVERY THREE-POINT SHOT MADE BY HIS TEAM DURING THE SEASON. THE CONCEPT EVOLVED INTO A NATIONWIDE EFFORT UNITING COACHES, FANS, PLAYERS, AND COMMUNITIES ACROSS THE COUNTRY TO FIGHT CANCER.

THE AMERICAN CANCER SOCIETY IS A LEADING CANCER-FIGHTING ORGANIZATION WITH A VISION TO END CANCER AS WE KNOW IT, FOR EVERYONE. FOR MORE THAN 110 YEARS, IT HAS BEEN IMPROVING THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES AS THE ONLY ORGANIZATION COMBATING CANCER THROUGH ADVOCACY, RESEARCH, AND PATIENT SUPPORT. TO LEARN MORE, VISIT CANCER.ORG OR CALL 1-800-227-2345.





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 25-31, 2027 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 coachesvscancer.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 coachesvscancer.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 coachesvscancer.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