



FOR IMMEDIATE RELEASE

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Will you accept the Suits And Sneakers® Challenge?

Basketball coaches and fans sport sneakers at work to highlight saving lives from cancer

Las Vegas, NV (March 2, 2016) – Companies and employees throughout the country will join basketball coaches as they lace up for Coaches vs. Cancer Suits And Sneakers Challenge during March Madness. Whether you accept the challenge for a day, a week or the entire NCAA basketball championship – March 17-April 4 – wearing sneakers with a suit, a dress, or a work uniform, will help raise awareness of the need to save more lives from cancer and demonstrate your support for the American Cancer Society and its mission to eliminate cancer as a major health problem.



How does it work? Companies set aside a timeframe during which they encourage their employees, vendors and outside accounts to wear their sneakers to work for a small donation to the American Cancer Society. Because so many people are fans of college basketball, the Coaches vs. Cancer Suits And Sneakers Challenge demonstrates a company's interest in their employees' personal activities. The challenge tends to build morale among staff throughout the basketball season.

21st Century Oncology is encouraging their employees to get in the Coaches vs. Cancer game but their approach is a bit different. "We're hosting a 'Jeans & Jersey Day' on March 18 because the majority of our staff already wear sneakers most days," reports Sara Costanza, physician liaison. "It's a nice change and a

great way to bring in March Madness with a day to wear the jersey of our favorite sports team. It's a creative and different way to fundraise and support the American Cancer Society's mission."

In addition to raising funds to support the American Cancer Society's work to save lives from cancer, wearing sneakers is a simple act and an easy way to remind people of all the ways they can stay well and reduce their risk of cancer through healthy lifestyle choices like regular physical activity, healthy eating, getting recommended cancer screenings, and quitting tobacco. It's all a part of helping the American Cancer Society save more lives from cancer and celebrate life.

Will you celebrate March Madness by joining in on the Suits And Sneakers Challenge and raise funds in support of the American Cancer Society mission to save lives from cancer? For more details about how to team up with Coaches vs. Cancer, contact Jennifer Campbell at 702.891.9014 or Jennifer.campbell@cancer.org.

About Coaches vs. Cancer

The Coaches vs. Cancer program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches (NABC). The initiative leverages the personal experiences, community leadership and professional excellence of coaches nationwide to make a difference in the fight against cancer. The program seeks to increase cancer awareness and promote healthy living among students, faculty and staff, fans and the community at large. Since its inception in 1993, the American Cancer Society Coaches vs. Cancer initiative has raised nearly \$100 million to support the Society's mission.

About the American Cancer Society

The American Cancer Society is a global grassroots force of 2.5 million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 22 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to that progress; 14.5 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays. We're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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