

*Updated March 2010*

## **SAMPLE PRESS RELEASE**

**FOR IMMEDIATE RELEASE:**

**FOR MORE INFORMATION, CONTACT:**

**[NAME]**

**[Organization]**

**[phone]**

**[e-mail]**

### **National Cancer Survivors Day<sup>®</sup> Observed Sunday, June 6**

[CITY, STATE] –National Cancer Survivors Day<sup>®</sup> is Sunday, June 6, 2010. This 23rd annual, worldwide celebration of life will be held in hundreds of communities throughout the United States, Canada, and other participating countries. Cancer survivors, caregivers, family members, friends and healthcare professionals will unite to show that life after a cancer diagnosis can be meaningful and productive.

[ORGANIZATION] is hosting [BRIEF DESCRIPTION OF EVENT; DATE/PLACE/TIME] to commemorate NCSD and you're invited.

“Come learn how surviving cancer is an attitude about life and living each day to the fullest,” says [NAME], NCSD coordinator for [ORGANIZATION]. “You will find our community’s NCSD event filled with joy, camaraderie, hope, compassion, faith and love as we honor cancer survivors for their strength and courage. We will also recognize the contributions of their families, friends and healthcare providers and discuss the issues of cancer survivorship.”

Here in [TOWN/CITY], we will celebrate with [DESCRIPTION OF LOCAL ACTIVITIES]. This local event is part of a worldwide celebration coordinated by the National Cancer Survivors Day Foundation and sponsored nationally by Bristol-Myers Squibb, *Coping*<sup>®</sup> magazine, and Lilly Oncology.

Anyone living with a history of cancer, from the moment of diagnosis through the remainder of life, is a cancer survivor, according to the NCSD Foundation. Over 11 million Americans are now living with and beyond a diagnosis of cancer. In the United States, almost half of all men and one third of all women are expected to be diagnosed with cancer at some point in their lives. Learning about this disease is crucial, because many forms of cancer can be prevented and most cured if detected early.

Major advances in cancer prevention, early detection and treatment have resulted in longer survival, and therefore, a growing number of cancer survivors. However, a cancer diagnosis can leave a host of problems in its wake. Physical, financial and emotional hardships often persist after diagnosis and treatment. Survivors may face many challenges such as hindered access to cancer specialists and promising new treatments, inadequate insurance, financial hardships, employment problems and psychological struggles. In light of these difficulties, our community needs to focus on improving the quality of life for cancer survivors.

“Despite the adversities, cancer survivors face each day with courage and dignity and serve as an inspiration to all of us,” says [NAME OF NCSD COORDINATOR].

This year’s local National Cancer Survivors Day celebration of life will be held in our community at

WHERE: [Specify exactly where your local celebration will take place] on

WHEN: [Date, time, schedule of events including description of key speakers]

PHOTO OPPORTUNITY: [LIST SPECIFIC IDEAS]

Visit [www.ncsd.org](http://www.ncsd.org) for more information about National Cancer Survivors Day.

**Caution:**

- **Do not use in present form.**
- **Replace bracketed material with local names and data.**