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SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION, CONTACT:

[NAME]

[ORGANIZATION]

[PHONE]

[EMAIL]

National Cancer Survivors Day[®] To Be Held Sunday, June 6

[CITY, STATE] – National Cancer Survivors Day[®] is Sunday, June 6, 2021. This unique celebration will mark the 34th annual National Cancer Survivors Day[®]. Thousands of people in hundreds of communities across the globe will hold celebrations on this day to honor cancer survivors and to raise awareness of the challenges of cancer survivorship.

[ORGANIZATION] is hosting [BRIEF DESCRIPTION OF EVENT; DATE/PLACE/TIME] to commemorate National Cancer Survivors Day[®], and you're invited.

“Come see how life after cancer is more than just surviving. It’s about living well. And that’s something to celebrate,” says [NAME], NCSO coordinator for [ORGANIZATION]. “You will find our community’s National Cancer Survivors Day[®] celebration filled with joy, hope, camaraderie, and compassion as we acknowledge our community’s cancer survivors. We will also recognize the contributions of their families, friends, and healthcare providers and raise awareness of the ongoing challenges faced by cancer survivors today.”

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 supported by Agios, Amgen, Astex Pharmaceuticals, Bluebird Bio, Bristol Myers Squibb, Convatec, *Coping[®] with Cancer* magazine, Elekta, Exelixis, GE Healthcare, Janssen, Karyopharm Therapeutics, Novocure, and Taiho 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 National Cancer Survivors Day[®] Foundation. In the United States alone, there are more than 16.9 million people living with a history of cancer.

Major advances in cancer prevention, early detection, and treatment have resulted in longer survival. However, a cancer diagnosis can leave a host of problems in its wake. Physical, financial, and emotional hardships often persist for years after diagnosis and treatment. Survivors must contend with rapidly rising drug costs, inadequate insurance coverage, difficulty finding or keeping employment, and a lack of understanding from family and friends. In light of these difficulties, our community needs to stand with these survivors on National Cancer Survivors Day[®] and make a commitment to addressing the challenges of cancer survival.

“Despite the numerous obstacles they face, cancer survivors live full, active lives and are an inspiration to all of us,” says [NAME OF NCSO COORDINATOR]. “It’s time for our community to stand with them and help find ways to lessen the burdens a cancer diagnosis brings.”

This year’s local National Cancer Survivors Day[®] Celebration of Life will be held in our community at

WHERE:

WHEN:

PHOTO OPPORTUNITY:

Visit NCSO.org for more information about National Cancer Survivors Day[®].

Caution:

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