

*Updated May 2023*

## SAMPLE PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

**FOR MORE INFORMATION, CONTACT:**

[NAME]  
[ORGANIZATION]  
[PHONE]  
[EMAIL]

**[CITY/ORGANIZATION] to Recognize Cancer Survivors, Raise Awareness on National Cancer Survivors Day® – June 4**

*June 4, 2023, will mark the 36<sup>th</sup> annual National Cancer Survivors Day® Celebration of Life.*

[CITY, STATE] – National Cancer Survivors Day® is Sunday, June 4. On this day, people around the world will unite to recognize cancer survivors, raise awareness of the ongoing challenges these survivors face because of their disease, and – most importantly – celebrate life.

To commemorate National Cancer Survivors Day®, [ORGANIZATION] is hosting [BRIEF DESCRIPTION OF EVENT; DATE/PLACE/TIME]. We invite everyone to join our community’s celebration.

“Come see for yourself that, despite its challenges, life after cancer can be beautiful, meaningful, and joyous,” says [NAME], NCSD coordinator for [ORGANIZATION]. “You will find our community’s National Cancer Survivors Day® celebration filled with hope, camaraderie, triumph, and compassion as we recognize our community’s cancer survivors. We will also acknowledge the contributions of their families, friends, and healthcare providers and draw attention to 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 2seventy bio, Alere, Inc., Astex Pharmaceuticals, Aveo Oncology, Convatec, *Coping® with Cancer* magazine, Deciphera Pharmaceuticals, Elekta, Exelixis, Gamida Cell, GE Healthcare, Guardant Health, Hologic, Incyte, Ipsen, Janssen Biotech, Novocure, Servier, and Springworks Therapeutics.

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 U.S. alone, there are more than 18 million cancer survivors.

By 2030, the number of cancer survivors in the U.S. is projected to increase to 22.2 million. As the number of survivors continues to grow, it is becoming ever more important to address the unique needs of this population. In addition to facing a serious illness, cancer survivors must contend with rising drug costs; inadequate insurance coverage; difficulty finding or keeping jobs; and ongoing physical, emotional, and financial struggles that can persist even after treatment ends. Considering these challenges, our community must stand with these survivors on National Cancer Survivors Day® and make a commitment to lessening the burden of cancer survival.

“Despite the numerous obstacles they face, cancer survivors live full, rich lives and make significant contributions to our community,” says [NAME OF NCSD COORDINATOR]. “It’s time for our community to stand with them to bring awareness to the issues of cancer survivorship in order to improve quality of life for all cancer survivors living in [CITY].”

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

WHERE:

WHEN:

PHOTO OPPORTUNITY:

Visit NCSD.org for more information about National Cancer Survivors Day®.

**Caution:**

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