

SAMPLE PRESS RELEASE

NOTE: *Putting out a press release about your local National Cancer Survivors Day® celebration can be a powerful way to boost awareness, attendance, and support. You can use this template to draft a press release announcing your NCSD event and share it with local media outlets, community calendars, and bloggers or influencers. Simply replace the bracketed sections below with local names and details specific to your event.*

PRESS RELEASE TEXT:

FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION, CONTACT:

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

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

On Sunday, June 7, 2026, [CITY/ORGANIZATION] will bring the community together to recognize those living with a history of cancer; raise awareness of the ongoing challenges of surviving the disease, and celebrate life, as part of the 39th annual National Cancer Survivors Day®.

[CITY, STATE] – National Cancer Survivors Day® is Sunday, June 7, 2026. NCSD is a worldwide Celebration of Life that highlights the resilience, strength, and courage of those who have fought and continue to fight cancer. On this day, citizens across the globe will come together to acknowledge cancer survivors, draw attention to the ongoing challenges these survivors face because of their disease, and 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.

“National Cancer Survivors Day® is a treasured Celebration of Life among the cancer survivor community,” says [NAME], NCSD coordinator for [ORGANIZATION]. “Our National Cancer Survivors Day® event is a way for us to celebrate our community's cancer survivors by offering encouragement, standing in solidarity, and inspiring hope for the future. It also serves as a call to action for all of us to raise awareness about the challenges faced by cancer survivors, provide support, and help advocate for solutions.”

Here in [TOWN/CITY], we will celebrate with [DESCRIPTION OF LOCAL ACTIVITIES]. This local event is part of a worldwide Celebration of Life coordinated by the National Cancer Survivors Day Foundation and supported by *Coping with Cancer* and Ipsen.

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 approximately 18.6 million cancer survivors.

Seven in ten people now survive their cancer five years or more, and more than 2 million people in the U.S. are expected to be diagnosed with cancer in 2026. As the population of cancer survivors grows and increased cancer survival rates mean many survivors are living longer after diagnosis, it is increasingly crucial to address their specific needs. In addition to coping with a serious illness, cancer survivors face many added challenges. Life-altering, physical, emotional, and financial hardships often continue for years 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 [LAST NAME OF NCSO 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 [PLACE/DATE/TIME].

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

About National Cancer Survivors Day®

Held annually on the first Sunday in June, National Cancer Survivors Day® is a poignant, inspiring Celebration of Life led by the National Cancer Survivors Day Foundation. It is also a call to action for further research, more resources, and increased public awareness to improve the lives of cancer survivors.

About [ORGANIZATION]

[OPTIONAL: INCLUDE INFORMATION ABOUT THE ORGANIZATION HOST YOUR LOCAL EVENT HERE]

Important:

- *Do not use this press release in its present form; replace bracketed material with the appropriate local names and details.*
- *Send your press release to local newspapers, radio stations, TV newsrooms, and community blogs. Specifically target reporters who cover community events, nonprofits, or human-interest stories.*
- *Send your press release one to two weeks before the event for print or online media, and three to five days before for TV and radio.*
- *After sending your press release, make a follow-up call to confirm it was received and to answer any questions about your event. This is a good time to offer interviews, photo opportunities, or behind-the-scenes access.*
- *Also post your press release on your organization’s website and share it on social media, tagging local journalists and media outlets.*