

Updated February 2026

## SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

**NOTE:** One way to bring visibility to your event and help raise awareness of the issues of cancer survivorship is to ask your local radio or television stations to play a public service announcement about National Cancer Survivors Day®. The sample template below offers a selection of PSAs with different running times and should be accompanied by a letter requesting support. A Sample Letter Requesting Community Support is available at [ncsd.org](http://ncsd.org). Be sure to replace the bracketed sections below with local names and details specific to your event.

**PSA TEXT:**

**FOR MORE INFORMATION, CONTACT:**

[NAME]

[ORGANIZATION]

[PHONE]

[EMAIL]

### **PUBLIC SERVICE ANNOUNCEMENTS FOR NATIONAL CANCER SURVIVORS DAY®**

[Date the announcement can start] through [Date the announcement should stop]

**Approximate running time: 15 seconds** All cancer survivors deserve a life with less complication and more celebration. Join our community's cancer survivors as we celebrate National Cancer Survivors Day® on Sunday, June 7. Call [ORGANIZATION NAME] at [LOCAL PHONE NUMBER] or visit [WEBSITE] for details.

**Approximate running time: 30 seconds** Life after a cancer diagnosis can be complicated. But it can also be beautiful, meaningful, and joyful. We believe all cancer survivors deserve a life with less complication and more celebration. [CITY/TOWN/ORGANIZATION NAME] invites you to join our community's cancer survivors in celebrating National Cancer Survivors Day® on Sunday, June 7, and stand with them to bring awareness to the issues of cancer survivorship. We hope to see you at [LOCATION] on June 7. The celebration, including [LOCAL ACTIVITIES], will begin at [TIME]. For more information, call [LOCAL PHONE NUMBER] or visit [WEBSITE].

**Approximate running time: 60 seconds** Did you know that 1 in 3 Americans will be diagnosed with cancer at some point in their lives? From the moment someone hears the words "you have cancer," they become a survivor. Cancer survivors are part of every community – they're our children, parents, grandparents, colleagues, neighbors, and friends. National Cancer Survivors Day®, observed on June 7, is dedicated to these survivors. This is their day to connect with one another, share their stories, and celebrate life. It is also an opportunity to draw attention to the ongoing challenges these cancer survivors face – from accessing affordable healthcare to contending with significant financial hardships, career setbacks, and long-term physical and emotional struggles. [CITY/TOWN/ORGANIZATION NAME] invites you to join our community's cancer survivors in celebrating National Cancer Survivors Day® and help bring awareness to these issues on Sunday, June 7, at [LOCATION]. The celebration begins at [TIME] and will feature [BRIEF DESCRIPTION OF LOCAL ACTIVITIES]. This message is brought to you by [ORGANIZATION NAME] and/or [STATION CALL LETTERS].

**Important:**

- Do not use these PSAs in their present form; replace bracketed material with the appropriate local names and details.
- Be sure to include start and stop dates for your PSA.
- Send your PSA, along with a letter requesting support, at least 2 weeks before you want the PSA to start.
- After sending, make a follow-up call to confirm it was received and to answer any questions about NCSA and your event.
- You can also make videos of healthcare providers or cancer survivors reading your PSAs to share on your organization's website and social media platforms.