



American Cancer Society Coaches vs. Cancer Suits and Sneakers weekend Frequently Asked Questions

What is Coaches vs. Cancer?

Coaches vs. Cancer is a nationwide program that brings coaches, teams, and fans together to raise awareness and funds for the American Cancer Society. The program - a collaboration between the American Cancer Society and the National Association of Basketball Coaches - empowers basketball and other athletic coaches to save lives from cancer by leveraging their community leadership to support the Society. Since the program's inception 20 years ago, high school and college coaches have helped raise more than \$85 million for the American Cancer Society's mission.

Cancer has touched many in the coaching ranks, and the Coaches vs. Cancer program provides coaches with an opportunity to do something about the disease. Through integrated fundraising activities and public awareness campaigns, the coaches are positively impacting the Society's community and national presence.

What is Suits and Sneakers weekend?

The Coaches vs. Cancer Suits and Sneakers weekend is an event like no other that unites coaches, fans, corporate partners, and media in the fight against cancer, asking people everywhere to support the American Cancer Society's lifesaving mission.

The event will take place January 25 – 27, 2013, with nearly 4,000 coaches turning awareness into action by swapping their dress shoes for sneakers during games, and hosting events to fund the fight. Suits and Sneakers weekend also allows fans – no matter what team they cheer for – to join the fight against cancer by donating to the American Cancer Society, either through a corporate challenge to wear sneakers to work, or through a Text-To-Give contest.

What is the Suits and Sneakers corporate challenge?

Following Suits and Sneakers weekend, fans can keep the action going off the courts by participating in the Suits and Sneakers corporate challenge. This workplace fundraising opportunity brings together coaches, players, and fans to the same team and provides an alternative to traditional corporate sponsorship.

Corporations are encouraged to participate in the challenge by joining their favorite basketball teams and coaches in the fight against cancer by hosting a Wear Your Sneakers to Work Day.

Individuals make a minimum donation of \$5 to Coaches vs. Cancer for the opportunity to wear sneakers to work. Company activation can vary, with some hosting just one Wear Your Sneakers to Work Day, while others may have ongoing opportunities from early February lasting until the Final Four in April.

Why sneakers?

Wearing sneakers is a simple act and an easy way for us to remind people about all the ways they can reduce their risk of cancer; like eating right, exercising, making healthy lifestyle choices, and following the Society's recommended cancer screening guidelines.



What if my company is not participating in the corporate challenge?

Fans can join their favorite basketball teams and coaches to support the American Cancer Society no matter where they live or work. By texting “COACH” to 20222, participants can make a \$5 donation to the Society through their mobile phone bill. Every time you text “COACH” to 20222 between January 21 and April 9, 2013, you are entered for a chance to win exclusive basketball prizes like watching a favorite team courtside or autographed gear. Every time you text to donate, you receive a separate entry – so the more you texts, the better your chances to win.

What prizes can I win by texting to donate to the American Cancer Society?

Prizes are still being determined and will be announced as soon as that information is available. Visit coachesvscancer.org or “like” Coaches vs. Cancer on Facebook for the most up-to-date information about Suits and Sneakers.

How does the American Cancer Society use the money raised through Coaches vs. Cancer?

The American Cancer Society is the most effective cancer-fighting organization in the world.

- We’re doing the most to help people with cancer today and are working tirelessly to find cures to end the disease tomorrow.
- We’re the nation’s largest non-governmental investor in cancer research, contributing more than \$3.8 billion each year to prevent, treat, and find cures for all types of cancer.
- We’re here 24 hours a day for you and the people you love with information, answers, and emotional support.
- We work with lawmakers to increase funding for cancer research and help make your community a healthier place to live.