



American Cancer Society Marks 100th Birthday with Call to Finish the Fight

ATLANTA – April 23, 2013 – On Wednesday, May 22, 2013, the American Cancer Society will celebrate 100 years of saving lives and creating more birthdays.

“The American Cancer Society has played a role in nearly every cancer research breakthrough in recent history,” says Dr. John Seffrin, chief executive officer of the American Cancer Society. “Since 1913, we’ve helped save nearly 1.2 million lives. As the official sponsor of birthdays, we know how important each and every birthday is.”

The Society has contributed to a 20 percent decline in cancer death rates in the United States since the early 1990s. Today, 2 out of 3 people diagnosed with cancer are surviving for at least five years. As a result, more than 400 people a day are celebrating birthdays that would have otherwise been lost to the disease. Even as the Society marks this momentous milestone, the focus remains on the ambitious undertaking that still lies ahead --- changing the statistics from 2 out of 3 people surviving cancer today in the U.S., to 3 out of 3 surviving.

“With your help, we want to finish the fight. We’re determined to make this cancer’s last century,” says Seffrin. “We’ve never been more ready to put the American Cancer Society out of business.”

In recognition of the Society’s 100th birthday, the following events will be open to the media:

- **Research and the Fight Against Cancer:** A special science symposium will take place at the [Hilton Atlanta](#) from 4 to 5 PM EST on May 22, 2013. The program will be available via webcast. Hosted by CNN’s senior medical correspondent, [Elizabeth Cohen](#), the session will bring together a renowned panel of experts to explore past, present and future innovations in cancer research. Panelists include **Olufunmilayo I. Olapade, M.D.**, an international leader in breast cancer research from the University of Chicago, **Graham C. Walker, PhD**, an American Cancer Society professor and Howard Hughes Investigator from the Massachusetts Institute of Technology, **David F. Ransohoff, M.D.**, an expert in colon cancer screening from the University of North Carolina, **Vincent T. DeVita, M.D.**, the Society’s volunteer president and an internationally recognized expert on Hodgkin disease from the Yale University School of Medicine and **Otis W. Brawley, M.D.**, chief medical and scientific officer for the American Cancer Society.
- **An evening with Quincy Jones & Friends:** On Thursday, May 23, 2013, at 8:00 PM EDT at Atlanta’s historic Fox Theatre, the Society will host an evening with legendary music producer, Quincy Jones, during a special benefit celebrating 100 years of progress in the fight against cancer. Jones will be joined by special guests, James Ingram, Patti Austin, Siedah Garrett, Nikki Yanofsky and Alfredo Rodriguez. For ticketing information, visit [FoxTheatre.org](#).

Supporters also have the opportunity to engage with the Society through the following opportunities:

- **Taking a Moment *Against* Silence:** The Society is using the historic milestone as an



opportunity to encourage everyone to participate in a Moment *Against* Silence by pledging to do one thing to help finish the fight against cancer, such as making a donation, enrolling in the research study called Cancer Prevention Study-3 to help better understand how to prevent cancer, and making healthy choices to reduce cancer risk. Details will be available on cancer.org/fight on May 22.

- **Reading 100 Stories of Hope:** Starting today, and continuing for the next 100 business days, the Society will feature an inspirational story about a cancer survivor, volunteer, researcher or other individual who is making noise and taking action to finish the fight. Visit [100 Stories of Hope](http://100StoriesofHope.cancer.org/fight) on cancer.org/fight to read the profiles.
- **Starring in a print advertisement:** Academy Award-winning actor, Michael Douglas, and NBC's Hoda Kotb are featured in the Society's [advertising campaign](#) commemorating the 100th birthday. They help drive people to take action by sharing a "life list," which included finding cures for cancer. Starting today, you can star in your own "life list" advertisement. Visit the [American Cancer Society's Facebook page](#) to create your "life list" and show the world what you're fighting for.
- **Lighting up social media profiles:** Starting on May 20, 2013, you can light up your profile picture on Facebook and/or Twitter to show that you are committed to helping the American Cancer Society finish the fight against cancer. For more information go to cancer.org/fight.

As the American Cancer Society's 100th birthday events get underway, continue to monitor the [Society's press room page](#) for updates.

About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks to our progress, nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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