

Updated January 2012

## SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

### FOR MORE INFORMATION, CONTACT:

[NAME]

[ORGANIZATION]

[PHONE]

[E-MAIL]

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

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

**Approximate running time :15 seconds** You can live a fulfilling life after a cancer diagnosis – just ask the millions of people who have survived it. Come celebrate National Cancer Survivors Day with our community’s cancer survivors on Sunday, June 3. Call [ORGANIZATION NAME] at [LOCAL PHONE NUMBER] or visit [WEB SITE] for details.

**Approximate running time :30 seconds** The courage and determination of cancer survivors is an inspiration to all. On National Cancer Survivors Day, Sunday, June 3, 2012, [CITY/ TOWN] will honor cancer survivors who are living with and beyond cancer and will also recognize those professionals who are helping to fight the battle against cancer. Come celebrate life at [LOCATION] on June 5. Activities, including [LOCAL ACTIVITIES], will begin at [TIME]. For more information, call [LOCAL NUMBER] or visit [WEB SITE].

**Approximate running time :60 seconds** During this announcement, someone will be diagnosed with cancer. From the moment of diagnosis, every cancer patient is a survivor. Survivors are people of all races and income levels; they’re little boys, moms, and grandparents; they’re our coworkers, friends, and loved ones. National Cancer Survivors Day, June 3, is their day to come together to celebrate life, and to honor those caregivers and medical professionals who are helping in the battle against cancer. It’s also a day to call attention to the issues and challenges of being a survivor, from choosing treatments to obtaining affordable insurance and encouraging survivor-friendly legislation. Come celebrate National Cancer Survivors Day on Sunday, June 3, at [LOCATION]. Activities begin at [TIME] and include [BRIEF DESCRIPTION OF LOCAL ACTIVITIES]. This message is brought to you by [ORGANIZATION NAME] and/or [STATION CALL LETTERS].

### *Caution:*

- *Do not use in present form. Replace bracketed material with local names and data.*
- *Include contact name and phone number on each page.*
- *Include start and stop dates.*