



THE MARKET

With more than 3 million volunteers and 20 million supporters, the American Cancer Society is the most recognized and respected nonprofit voluntary health organization in the world. The Society works to fight cancer and save lives in every community by helping people stay well, helping people get well, funding cutting-edge research, and empowering people to fight back against this disease.

Cancer touches virtually everyone. There are more than 11 million cancer survivors living in the nation today, and about 565,000 Americans died from the disease in 2008 alone. More than one-third of U.S. adults — 79 million people — have been unpaid caregivers for someone with cancer, and nearly 40 percent of the population say they have a need for cancer information.

Yet we now know that about 50 percent of cancer deaths are preventable if people don't



smoke, maintain a healthy weight, exercise and eat a healthy diet, and get regular cancer screenings.

According to consumer research, the Society is the most trusted source of cancer information — even more so than personal physicians. With a 96 percent brand recognition, the Society is the place Americans turn to for information, day-to-day help, and emotional support when facing cancer.

ACHIEVEMENTS

When the American Cancer Society was formed 95 years ago, cancer was spoken of only in whispers. A century later, cancer brings to mind another word: hope. Hope for surviving the disease and for a future where it is merely a memory. The Society played a major role in this dramatic change; its work has yielded remarkable progress in cancer prevention, early detection, treatment, and quality of life for people facing the disease. More people than ever are beating cancer and surviving it long term. Overall cancer mortality has declined steadily since the early 1990s, and the five-year survival rate is now 66 percent.

The Society has had a hand in nearly every major breakthrough in cancer research in the past century, including confirmation of smoking as a cause of lung cancer, acceptance of the Pap test, and the creation of lifesaving cancer drugs like Gleevec and Herceptin, to name just a few. And the Society's groundbreaking research program has funded 42 Nobel Prize-winning scientists since it began.

The Society also has made an immeasurable difference in this fight through lifesaving laws and policies it has worked to enact across the nation. Its creation of the American Cancer Society Cancer Action NetworkSM in 2001 empowered a grassroots movement of cancer advocates who have worked to make 69 percent of the nation smoke-free and have made their voices heard through events like Celebration on the HillSM, which brought more than 10,000 cancer advocates to the nation's capital to urge legislators to make cancer a national priority.

None of these achievements would be possible without the more than 3 million Society volunteers across the country who every day bring help and hope to people facing cancer and their loved ones.

HISTORY

Founded in 1913, this visionary organization was designed to “fight cancer with knowledge” — a breathtakingly ambitious goal at the time. The Society did what no one else would do. It brought the word “cancer” out in the open and paired it with another word: “cure.”

Society milestones include the creation in 1936 of the Women's Field Army, a volunteer group of 2 million women whose campaign to raise funds to fight cancer brought the Society to the forefront among voluntary health organizations. In 1946, the



Society took another bold step with the creation of its pioneering research program.

Other key milestones include the day in 1985 when Gordy Klatt, an oncologist from Tacoma, Washington, began what is today's largest worldwide movement to end cancer: the American Cancer Society Relay For Life[®]. Just more than 10 years ago, the Society claimed another first with the opening of its National Cancer Information Center, a toll-free call center that makes the Society the only place people can call for cancer information and support anytime, day or night.

THE PRODUCT

The American Cancer Society connects people and saves lives. Its product is hope — whether it

is delivered through an innovative cancer therapy, a life-changing prevention effort, a compassionate patient service program, or an empowering advocacy campaign.

Groundbreaking Research. The Society dedicates more money to cancer research than any other private nonprofit group in the country. Since 1946, the Society has distributed more than \$3.3 billion to cancer investigators, choosing promising researchers early in their careers.

Reliable Information. The Society is helping people stay well by empowering them to fight cancer with knowledge. The organization provides screening guidelines and physician education, and raises awareness of prevention and early detection. Information and support are available anytime through the Society's free cancer information phone line (1-800-ACS-2345) and at www.cancer.org. The organization's clinical trials matching service pairs cancer patients with promising new treatments, and health insurance specialists are also available.

A Voice for All People. Cancer is not just a health issue; it is a public policy issue as well. Through ACS CAN, the Society and its volunteers

Community of Support. The Society is helping people get well by providing a community of support that helps during the cancer experience and empowers everyone to fight the disease. Whether it is through a ride to chemotherapy, free lodging when needing to travel far from home for treatment, or simply a free wig or a shoulder to lean on, the Society is here when and where people need help.

This support is evident in the Society's empowering community events, Relay For Life and Making Strides Against Breast Cancer®. Relays take place in more than 5,000 communities in 20 countries, and have raised more than \$3 billion to fight cancer in the event's 25-year history. Making Strides empowers everyone to fight breast cancer, and has included more than 4 million walkers, raising more than \$280 million since 1993.



fight to keep cancer funding a top national priority. These advocacy efforts work to protect and expand health care available for people battling cancer, and they seek more federal funding for cancer research and quality health care for all.

RECENT DEVELOPMENTS

In 2007, the Society launched a groundbreaking campaign to change the nation's health-care system. The initiative works to educate the public and lawmakers on the need for all Americans to have health care that is adequate, affordable, available, and administratively simple. This campaign has brought to light countless stories of people who choose between fighting cancer and financial ruin — the approximately 46 million uninsured people in America and the millions more whose insurance just isn't adequate.

The Society also knows that the fight against cancer is more than a national issue; it is a global one. A worldwide leader in cancer control, the Society offers its expertise to other organizations and countries seeking to strengthen their own cancer-fighting efforts, working through information sharing, advocacy, capacity building, resource mobilization, and collaborations to eradicate this disease.

PROMOTION

From its early days, the Society has focused its advertising and promotional efforts around prevention and early detection — critical to winning the war against cancer. These efforts have empowered people everywhere to take steps to reduce their cancer risk, saving countless lives.

It wasn't until 2000 that the Society launched its first national paid advertising campaign, with the objective of putting a personal face on the organization through the tagline, "No matter who you are, we can help."

This successful campaign led to another in 2002, which worked to further personalize the Society brand, as well as to promote specific ways the organization can help those touched by cancer. These popular ads featured the tagline, "This is the American Cancer Society," and often used light humor to draw attention to serious subjects like colon cancer testing or quitting smoking.

The Society's advertising took on another key aspect of the fight against cancer in 2007 with

the launch of efforts to improve access to health care. The advertisements featured true, compelling stories of people facing financial ruin after a cancer diagnosis.

BRAND VALUES

The historic American Cancer Society brand evokes a rich heritage that goes beyond our logo. The brand is the organization's single most valuable asset. Its values are simple, yet clear: the Society is known as influential, inspiring, a leader, and determinedly results-driven.

The Society enjoys a tremendous level of trust among the American public, an asset born of the deep connection many people feel to the issue of cancer and to the Society as a brand. Cancer touches nearly every American, and the Society has been there to help for multiple generations. Whether through its local offices, its ubiquitous brochures and information, its empowering community events, or various other consumer touch points, the Society inspires confidence and hope.

The American Cancer Society is committed to building on its excellent reputation of scientific credibility while seeking new and meaningful channels to help people in their personal fight against cancer.

THINGS YOU DIDN'T KNOW ABOUT THE AMERICAN CANCER SOCIETY

- Before the Society proved the connection between tobacco and lung cancer in the 1960s, many Society board members and top officials actually smoked.
- One in every 100 Americans participates in the American Cancer Society Relay For Life.
- Each year, more than 1 million people call the Society for information, help, and support.