

American Cancer Society Launches SearchToFight.org

Atlanta 2007/11/12 -A newly launched Internet search engine from the American Cancer Society, www.SearchToFight.org, will enable consumers to help raise money to fight cancer when they are searching the Internet. SearchToFight.org works like most traditional search engines by providing Internet search results to users anywhere in the world. The site is different from other search engines in that when Internet users search and click on sponsored advertisements generated from their specific search results, the Society will receive a significant portion of the income generated from the ad placements.

"Using SearchToFight.org is a new, easy way for anyone to fight cancer doing what they already do every day: search the Internet," said Corey Shelton, the Society's lead manager for e-Revenue interactive commerce and innovation. "Now, anyone who searches the Web also can raise money to help people in their communities who have been affected by cancer. Searching the Internet is something most of us do everyday. Why not do some good while doing it?"

SearchToFight.org is the first search engine to benefit only one nonprofit organization. While there are other search engines that allow users to choose a nonprofit to which direct funds raised by their search activity are allocated, SearchToFight.org exclusively benefits the American Cancer Society's efforts to fight cancer by funding cancer research, providing prevention and early detection information, advocating for all people to have access to screening and treatment, and offering free programs and services that improve the quality of life for patients and their families.

SearchToFight.org also will filter out potentially offensive or objectionable ad content, including but not limited to tobacco, gambling and adult Web sites. For more information, interested parties can visit the search engine's homepage, which contains a comprehensive disclaimer and a terms of service declaration that addresses ad content and other filtering issues.

"What's great about this is that people can make a difference in the fight against cancer by making SearchToFight.org their home page and using it like they would any other search engine," said Shelton.

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information anytime, call toll free 1-800-ACS-2345 or visit www.cancer.org.

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