10th annual Suits and Sneakers Weekend on January 25-27, 2013

Coaches Support the American Cancer Society's 100th Anniversary "Finish the Fight" Movement

ATLANTA, Jan. 23, 2013 /PRNewswire/ -- From January 25-27, more than 4,000 college and high school basketball coaches across the United States will be making much more than just a fashion statement when they sport tennis shoes with their suits during the 10th annual Suits and Sneakers weekend.

To view the multimedia assets associated with this release, please click: http://www.multivu.com/mnr/59447-american-cancer-society-10th-annual-suits-and-sneakers-weekend

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Suits and Sneakers weekend is an annual event coordinated by the Coaches vs. Cancer program, a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The Coaches vs. Cancer program empowers basketball and other athletic coaches to save lives from cancer by leveraging their community leadership to raise awareness and funds for the American Cancer Society.

Wearing sneakers is a simple way to spotlight the fact that cancer is the second most common cause of death in the United States--- exceeded only by heart disease, accounting for nearly 1 of every 4 deaths--- and 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.

This year, Coaches vs. Cancer is giving fans a chance to get in on the action and support the fight against cancer. Fans who donate $5 to Coaches vs. Cancer by texting the word "Coach" to 20222 any time between January 21 and April 9 will be entered for a chance to win one of several exclusive prizes, like a free trip to the 2013 Coaches vs. Cancer Classic or autographed items from top coaches like Wisconsin's Bo Ryan, Gonzaga's Mark Few and Stanford's Johnny Dawkins. Visit coachesvscancer.org or "like" Coaches vs. Cancer on Facebook for the most up-to-date information about Suits and Sneakers.

For more information visit the American Cancer Society press room page.

SOURCE American Cancer Society