EHE International Showcases a Window to Celebrate the American Cancer Society's 100th Birthday in Rockefeller Center Plaza

American Cancer Society to Mark 100th Birthday on May 22

NEW YORK, May 1, 2013 /PRNewswire-USNewswire/ -- This May 22nd, the American Cancer Society will mark its 100th birthday and EHE International has donated a window at 10 Rockefeller Plaza to celebrate this remarkable milestone. Throughout the month of May, a 115-square foot display window at 10 Rockefeller Plaza will showcase a "life list" of NBC TODAY Show host and breast cancer survivor Hoda Kotb. Some of the major accomplishments on Kotb's life list are already crossed out, some still remain "to do," and the last remaining item on the list is a goal to help finish the fight against cancer. The life list concept demonstrates how the Society is saving lives from cancer, and will mirror print advertisements featuring other life lists that will run in national magazines at the same time.

"We know from 100 years of saving lives that silence won't finish the fight against cancer. This window will grab people's attention, amplifying our efforts to make this cancer's last century," says Kris Kim, American Cancer Society Eastern Division senior vice president of operations. "The American Cancer Society has a longstanding relationship with EHE International and we're grateful for their continued support."

"This year is a very important year for EHE International. As we too celebrate our centennial, it is with great honor that we present this month's window to the American Cancer Society, in recognition of its 100 years of saving lives," said Deborah McKeever, president of EHE International.

The Society is using its 100th birthday to encourage people to join together, make noise and take action to finish the fight against cancer by donating at cancer.org/fight, participating in a local Relay For Life or Making Strides Against Breast Cancer walk in their community, and/or enrolling in its groundbreaking Cancer Prevention Study-3 (CPS-3) to find better ways to prevent cancer. Additionally, everyone is encouraged to create a life list and share it on Facebook. Please visit www.facebook.com/AmericanCancerSociety to get started.

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.

About EHE International
Since 1913, EHE International has been the recognized leader in preventive medicine. Its clinical protocols are specifically designed for the early detection of preventable disease and its associated risk factors, supported by robust personal coaching and wellness tools and resources, and its industry-leading educational and social engagement platforms. The company is well-known for its corporate-sponsored employee benefit, "EHE & Me," a patient-centered approach to preventive care and lifestyle management programs specifically designed for integration into self-funded employer-sponsored medical plans. For more information, contact EHE International, 10 Rockefeller Plaza, 4th Floor, New York, NY 10020; 212-332-3700; www.EHEIntl.com

SOURCE American Cancer Society