

# American Cancer Society launches New Coaches vs. Cancer® Brand Campaign 'Come and Play For Us' Theme

## First-ever TV campaign featuring well-known Division I college basketball coaches part of brand relaunch

ATLANTA, Dec. 9, 2016 /[PRNewswire-USNewswire](#)/ -- The American Cancer Society today announced the launch of its new [brand campaign](#) for its Coaches vs. Cancer program focused on increasing donations and brand awareness. The campaign uses the theme 'Come and Play For Us' and kicks off with a 30-second TV spot featuring Division I coaches, and will be supported by a digital campaign.

The theme 'Come and Play For Us' simulates a college coach recruitment call encouraging viewers to join their team appealing to the passion and competitive spirit of sports fans across the country. The goal is to use the coach's passion to reintroduce the Coaches vs. Cancer program to consumers and inspire them to get involved and join the team in the cancer fight by donating at the website. The campaign runs from December 10, 2016 through April 3, 2017 and includes TV, radio and digital ads across major broadcast and cable networks.

"This is a very important and exciting time for the Coaches vs. Cancer program as we continue to make progress and increase relevancy of the program to continue reaching college basketball fans to help us save more lives from cancer," said Sharon Byers, chief development and marketing officer, American Cancer Society.

To create the videos, the Society worked with Professional Sports Partners, a marketing agency in Houston, Texas, to enlist the support of high-profile Division I college basketball coaches whose lives have been touched by cancer and are valuable leaders with the Coaches vs. Cancer program. Spokespeople include:

- Coach Lon Kruger, University of Oklahoma
- Coach Tubby Smith, University of Memphis
- Coach Roy Williams, University of North Carolina
- Coach Jay Wright, Villanova University

"This is the first time we've ever launched a TV and digital ad campaign for this program, and we look forward to making an impact on brand awareness and participation," said David Doan, VP, Sports Alliances, American Cancer Society.

The digital ads use words like courage, will, and team to build an affinity for the program. Coaches vs. Cancer is a collaboration with the National Association of Basketball Coaches (NABC) that empowers coaches, their teams, and communities to join in saving more lives by helping to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs.

"I am honored to be part of this campaign that embodies my passion and dedication to fighting cancer," said Lon Kruger, men's basketball head coach, University of Oklahoma. "I hope it motivates fans to have the courage to help me race towards victory over cancer and finish the game with a win."

In addition to the TV, radio and digital ads, the Coaches vs. Cancer redesigned website, ([coachesvscancer.org](#)) features new digital content, and consumer interface to engage college basketball fans to donate in helping save more lives from cancer.

### About Coaches vs. Cancer


Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than \$100 million for the American Cancer Society.

Logo - <http://photos.prnewswire.com/prnh/20160819/399699LOGO>

SOURCE American Cancer Society

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Additional assets available online:  [Photos \(1\)](#)