Coaches vs. Cancer Suits and Sneakers™ Awareness Week set for January 25-31

Local Basketball Coaches Unite Across the Nation to Highlight Fight Against Cancer

Atlanta, GA – January 22, 2016 – More than 4,000 basketball coaches from across the country will lace up for the fight against cancer during the American Cancer Society Coaches vs. Cancer Suits and Sneakers Awareness Week January 25-31. The campaign, which began in 1993, encourages coaches and their staff to wear sneakers with their business suits during games to raise awareness of the fight against cancer.

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative aims to increase cancer awareness, highlights the importance of nutrition and physical activity in reducing a person's cancer risk, and promotes the American Cancer Society's free programs and services available to those facing cancer.

This year, more than 1.5 million people in the U.S. will be diagnosed with cancer. Advances in prevention, early detection and treatment have contributed to a more than 20 percent drop in cancer mortality rate in the past two decades, leading to the avoidance of more than 1.5 million cancer deaths that would have occurred had previous rates persisted.

For more information and to join coaches in the fight against cancer, visit coachesvscancer.org/suitsandsneakers.