

American Cancer Society Teams Up with the Mid-Eastern Athletic Conference to Fight Cancer

Fans Can Pledge Money to Support their Teams in the MEAC Fights Cancer Challenge During the Men's Basketball Tournament March 6-11

Atlanta, GA - March 1, 2017 - The American Cancer Society and the Mid-Eastern Athletic Conference (MEAC) announced a multi-year partnership known as *MEAC Fights Cancer* focused on cancer prevention and early detection. The campaign kicks off this week with its competitive fundraiser [MEAC Fights Cancer Challenge](#), as the 13 men's basketball teams face off during the upcoming tournament March 6-11 raising funds for ACS to help lead the fight for a world without cancer.

During the MEAC Fights Cancer Challenge, fans can be part of the action and support their favorite team by visiting the Pledge It website at www.meacchallenge.org and donate for points scored during the tournament. Proceeds support the American Cancer Society's mission to save more lives from cancer.

"We are excited to partner with MEAC and offer fans an opportunity to be part of the MEAC Fights Cancer Challenge," said Sharon Byers, chief development and marketing officer, American Cancer Society. "This is another innovative aspect of our sports fundraising program that competitively connects fans with their favorite teams encouraging them to pledge funds and help beat cancer."

Through the MEAC Fights Cancer Challenge, schools will contend against each other to raise the most funds, as fans follow the [leaderboard](#) to see who will be crowned the fundraising champion.

"We are very elated about this partnership with the American Cancer Society," said MEAC Commissioner Dr. Dennis E. Thomas. "This is a special partnership for me because I've had family members affected by this dreadful disease as well as others across the country who've shared the same experiences as myself. We are pleased that we can play a small part in continuing the research to eradicate this debilitating disease."
