# American Cancer Society Brings Businesses and Consumers “Together vs. Cancer”

## American Cancer Society Initiative Offers Companies and Customers New Ways to Fight Cancer From Every Angle

A new American Cancer Society initiative is aiming to bring businesses and their customers together in the common goal of fighting cancer. *Together vs. Cancer* convenes companies across the country to make it easier for customers to donate while they’re shopping and doing business every day.

Throughout the month of April, *Together vs. Cancer* partners will give customers the chance to donate or round up their purchase total while shopping. Proceeds will help the American Cancer Society fund breakthrough cancer research and life-saving services like free rides to chemo, free places to stay near treatment, and our live 24/7 cancer information helpline.

“The best way to fight cancer is to attack it from every angle and that’s what *Together vs. Cancer* helps the American Cancer Society do,” said Sharon Byers, chief revenue, marketing and communications officer for the American Cancer Society. “We’re finding innovative ways to bring customers and businesses into this fight together. Most importantly we want to make it easy for everyone to participate in our mission.”

Cancer is one of the nation’s leading public health concerns. One in 3 people will be diagnosed with cancer during their lifetime. More than 1,600 people die from cancer each day in the United States.

So far, nearly a half dozen companies from around the country have signed on to help launch *Together vs. Cancer* with more to come. Participating this April are:

- **Cavender's** – From April 10 – May 1, customers can donate at registers at all 82 Cavender’s store locations across 11 states.
- **Hats.com** – From April 1 – 30, customers can donate online as part of their purchase at Hats.com or donate in-store at the Bollman Hat Company in Santa Monica, Calif. location.
- **Herbalife** – From April 1 – 30, customers can donate as part of any purchase at Herbalife.com.
- **Red Robin®** – At participating Colorado locations, Red Robin will donate 10 percent of qualifying catering orders during the month of April.
- **TCF Bank** -- From March 30 – April 30, anyone can stop into a TCF Bank branch to make a donation to help fight cancer and post a pin-up that recognizes someone affected by cancer.

Joining with the American Cancer Society through *Together vs. Cancer* this April is simple. Visit cancer.org/together to find, shop, and donate with participating retailers. For more information or to get your company involved with *Together vs. Cancer*, call 800.227.2345.

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