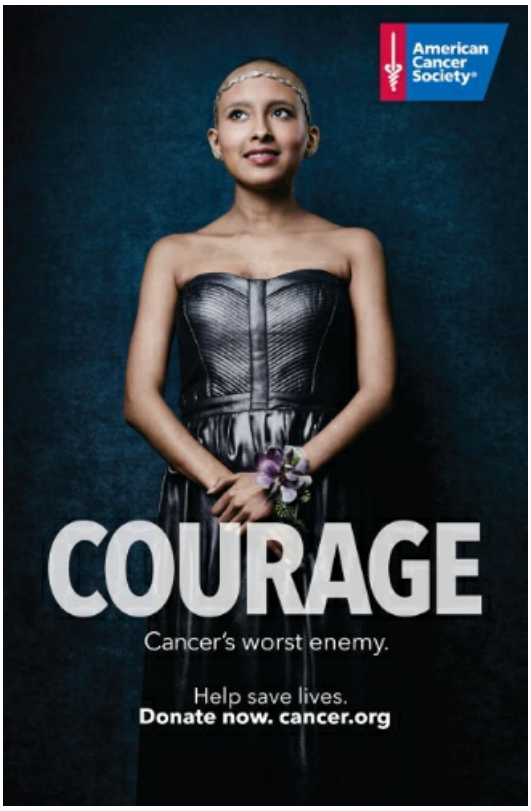
Advantage Humans: The power of humanity is our greatest weapon against cancer

New Campaign by American Cancer Society Changes the Conversation



ATLANTA Nov. 5, 2015 – Today, the American Cancer Society unveiled a new public awareness campaign, Advantage Humans™, that puts people – and the collective power of our humanity – at the center of a shift to redefine victory over cancer. The aim of the campaign is to channel the range of raw emotions and unique human traits we all share to triumph over cancer every single day.

"Our new campaign, Advantage Humans, marks a turning point in the fundamental way we talk about cancer," said Gary Reedy, CEO, American Cancer Society. "We're seeing greater advancements in treatments and so much personal success in all the patients, survivors and family members we support, but we know the upper hand against cancer comes down to all of us. As the largest voluntary health organization, we hope that people will help us change the conversation about a disease that is often difficult to express openly and honestly."

The campaign breaks down barriers in the way the Society talks about cancer. At the center of the initiative is an integrated brand and donation-driving program that profiles a variety of human traits and emotions in a range of inspiring true and portrayed stories of cancer patients, survivors and loved ones. The campaign – the first from DDB Chicago for the Society – is supported via print, outdoor, television, digital and social and will run through December 2015.

"Cancer is more than just one feeling, or one emotion," Reedy said. "Cancer makes you feel many things, often at the same time – and we want to talk about them. It is mankind's love, compassion, courage, defiance and the many other traits that we all share that are giving us an upper hand against cancer."

The print, digital and out-of-home elements of the campaign, shot by renowned photographer and cancer survivor, Sandro Miller, capture real, raw and beautiful images of cancer patients, survivors and loved ones alongside a simple but powerful personal emotion - courage, rage, devotion, and generosity, among others. These ads will be featured on high-profile billboards in New York City, Los Angeles, Chicago, Seattle, Washington, D.C., and Atlanta, ACS's global headquarters, as well as in major publications including *WSJ. Magazine*, *Forbes*, *Fortune*, *People Magazine* and *The New York Times*.

A deeper, more intimate look into the personal journey of several of these patients – from Isabel Lopez, a 15-year-old dancer with lymphoma to Brandon Winter, a bone cancer patient, a leader for American Cancer Society, Relay for Life events – will be featured online as well as in direct response broadcast ads.

Accompanying the outdoor, print and digital are four 30-second television spots shot by cancer-survivor and director, Rodrigo Garcia Saiz. From the 'Courage' a young cancer patient needs to attend her prom to the 'Anger" a mother feels but does not reveal to her son battling the disease, these spots dramatically bring the range of raw

emotions associated with cancer to life.

"The American Cancer Society is only able to support innovation and research, provide 24/7 patient support, and help ease the suffering caused by cancer due to the generous donations of our supporters," said Daniela Campari, senior vice president of marketing, American Cancer Society. "The emotions reflected in Advantage Humans are reflected in all of us, and we believe that more people will be inspired to share their time, talent, and treasures. It's going to take ALL the power our humanity gives us to finally bring cancer to its knees."

To learn more about the Society's work in research, prevention and detection, advocacy and service to support patients and caregivers of all ages, at all stages of cancer, visit cancer.org.

About the American Cancer Society

The American Cancer Society is a global grassroots force of 2.5 million volunteers saving lives threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 22 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. We're 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.