

# American Cancer Society Unveils the Ultimate Online Birthday Destination: [morebirthdays.com](http://morebirthdays.com)

**Redesigned site features breakthrough group e-card technology, celebrity entertainer phone calls, great gifts, and birthday scheduling tools – all to help fight cancer**

ATLANTA – November 29, 2010 – The American Cancer Society, [the official sponsor of birthdays](#), today announced exciting new details of its recently redesigned [morebirthdays.com](http://morebirthdays.com) website – the **ultimate online birthday destination**. The new [morebirthdays.com](http://morebirthdays.com) features groundbreaking technology and birthday merchandise that make wishing loved ones a “happy birthday” and contributing to the fight against cancer, fun, easy and convenient.

Since September, more than two dozen leading entertainers and artists, including [Rihanna](#), [Keith Urban](#), [Lady Antebellum](#), [Justin Bieber](#), [Usher](#), [Eric Carle](#) and [Masha D’Yans](#), have come together to generously donate their talent to support the More Birthdays movement and help the Society create a world with less cancer and more birthdays. The art and “Happy Birthday” music videos have been turned into a variety of birthday products and resources, making [morebirthdays.com](http://morebirthdays.com) a one-stop destination for all your birthday needs.

Every custom-created piece of art featured has its roots in an inspirational fact about the role the American Cancer Society plays in fighting the disease, including: the American Cancer Society is the largest private funder of [cancer research](#) in the U.S.; nearly 70 percent of America is now covered by [smoke-free laws](#) in public spaces; and the American Cancer Society has fought to provide millions of cervical and [breast cancer screenings](#) to women who could not afford them.

Recently launched birthday resources include:

- **Celebrity Phone Calls** – Want to send your daughter a phone call from Justin Bieber singing her “Happy Birthday?” Visit the new [morebirthdays.com](http://morebirthdays.com) and select from a number of music videos, enter a personal message, and then schedule the phone call to be sent on any future date and time for up to one year. Check-out this how-to video from blogger Julie Pippert of [Using My Words](#) on why she finds the birthday phone calls to be a great way to send birthday greetings to her loved ones: <http://morebirthdays.com/birthdaydestination>.
- **Group Birthday E-Card** – Debuting this week on [morebirthdays.com](http://morebirthdays.com) are unique multi-media interactive group e-cards. These enable co-workers, or a group of friends and family who are spread out across the globe, to join together to send a birthday wish to someone special. Each contributor to the group e-card can choose from the wide variety of art and music featured in the birthday gallery, add a personal message, video, or photo, and the final multi-media collection of wishes is sent along to the recipient. As with the musician phone calls, the group e-cards can be created and scheduled for delivery anytime in 2010 or 2011, allowing busy people to never forget a loved one’s big day. Check out the new group e-card how-to video launching today featuring [Tech Savvy Mama](#)’s Leticia Barr at <http://morebirthdays.com/birthdaydestination>.
  - o The group e-cards and musician phone calls are both free to send, or a user can make a minimum \$5 donation to the American Cancer Society. By making a donation, a user turns a birthday wish into a meaningful gift that helps the American Cancer Society save lives.

- **Birthday Dance** – A fun twist on a birthday e-card is the birthday dance. Users upload a photo of their friend or family member to place on the body of an animated dancer. The user then selects from options including the breakdance, moonwalk or disco, adds fun props, and the dance is created. The dance can then be sent by e-mail to the birthday celebrant.
- **Birthday and Holiday Gifts** – For gift seekers, the inspirational art from the campaign that has been inspired by the American Cancer Society's lifesaving work has been turned into prints and limited edition posters. And, for anyone looking to make every gift a gift that gives back, gift wrap featuring the artwork is also available for purchase. Each item purchased or donation made will help the American Cancer Society raise money and save more lives to create a world with less cancer and more birthdays. 100 percent of the proceeds from the sale of items go directly to the American Cancer Society, which helps people stay well, get well, find cures and fight back against cancer.

By sharing the art and music featured on [morebirthdays.com](http://morebirthdays.com), users are helping to spread information about how the American Cancer Society has contributed to progress against cancer. Today and every day, 350 birthdays are being celebrated that would have been otherwise lost to cancer, thanks in part to this progress.

The American Cancer Society invites everyone to visit [morebirthdays.com](http://morebirthdays.com) and join these entertainers, artists and the thousands of supporters who have already joined the movement to create a world with less cancer and [more birthdays](http://morebirthdays.com).

# # #

### **About the American Cancer Society**

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass law to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.5 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit [cancer.org](http://cancer.org).

FOR MORE INFORMATION, CONTACT:

Andrew Becker, American Cancer Society, 212-237-3899

[andrew.becker@cancer.org](mailto:andrew.becker@cancer.org)

Becky Erwin

Brodeur Partners on behalf of American Cancer Society, 617-834-4506

[berwin@brodeur.com](mailto:berwin@brodeur.com)

