

American Cancer Society Launches More Birthdays Mobile App

New iPhone and iPod Touch application helps mobile users join the Society's movement to create a world with less cancer

ATLANTA 2009/11/30 -American Cancer Society, the Official Sponsor of Birthdays, today announced the launch of a new, free mobile application available for the iPhone and iPod Touch that brings its More Birthdays movement to life and makes it easier for mobile users to never forget the most important birthdays in their lives. The app, created by Welikesmall, is the first mobile application of its kind to offer interactive birthday cake animation and the ability to track friends' birthdays, send customized greetings, make a donation and even join the Society's movement to create a world with less cancer and more birthdays.

The new More Birthdays app allows mobile users to:

- Link-up with contact lists and Facebook to track friends' birthdays and receive and customize alerts for upcoming birthdays;
- Customize a birthday cake greeting with personalized text to send to friends on their birthday;
- Donate to the American Cancer Society;
- Have fun with an interactive birthday cake animation by choosing from different cakes. Users can blow out the candles and receive audio celebratory response; and
- Learn more about and join the American Cancer Society's More Birthdays movement.

"The American Cancer Society More Birthdays app is a powerful new social utility bringing people together to remember and celebrate birthdays as an important milestone in our lives," said Scott Bennett, national vice president of marketing, American Cancer Society. "This app gives mobile users a fun and easy way to learn more about and support the Society's movement to save lives and create a world with less cancer and more birthdays."

The application is now available for download from the iPhone App Store.:

<http://itunes.apple.com/us/app/more-birthdays/id339079926?mt=8> A demonstration of the application is available on the American Cancer Society's YouTube Channel:

http://www.youtube.com/watch?v=gSWriUG1U_Q

The American Cancer Society invites people to join the movement to create a world with less cancer and more birthdays by visiting morebirthdays.com where they can join the movement for more birthdays, download a healthy "how to" birthday kit and send e-cards to friends and family. People can also spread the word on Facebook or by visiting OfficialBirthdayBlog.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 laws to defeat

cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 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.

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