

Country Music's Leading Artists Team Up with the American Cancer Society to Create More Birthdays

Lady Antebellum, Big Kenny and LoCash Cowboys join Keith Urban and other leading musicians and artists to create a world with less cancer and more birthdays

[ATLANTA - November 10, 2010 - The American Cancer Society, the official sponsor of birthdays](#), today announced that the band Lady Antebellum, along with country musicians Big Kenny and LoCash Cowboys, have joined the movement for [more birthdays](#). The musicians, who follow [Keith Urban](#) in supporting the cause, have generously donated their time and talent to perform their own special rendition of "Happy Birthday," one of the most well-known songs in the world. Lady Antebellum's "Happy Birthday" video will debut on tonight's broadcast of the 44th Annual Country Music Awards and can be seen and sent to friends as a birthday wish at [morebirthdays.com](#).

The new phase of the more birthdays movement launched in September of this year with dozens of the biggest names in music and art coming together, inspired by the efforts of the American Cancer Society, its supporters and everyone affected by cancer, to help amplify the voice of the [more birthdays](#) movement. Other artists and musicians featured in the campaign include, but are not limited to, [Keith Urban](#), [Justin Bieber](#), [Usher](#), [Jack Johnson](#), [Colbie Caillat](#), [Maroon 5](#), [Masha D'Yans](#) and more continue to join every day. By supporting the [more birthdays](#) movement, musicians, artists and the public will help the American Cancer Society continue the progress that has been made in the fight against cancer. Today, 350 birthdays are being celebrated that would have been otherwise lost to cancer, thanks in part to this progress. To lend support, individuals can purchase gift wrap, posters and limited edition prints featuring the art at [morebirthdays.com](#), and can also send family and friends musical birthday wishes through personalized e-cards and musician phone calls.

[The American Cancer Society invites everyone to visit \[morebirthdays.com\]\(#\)](#) to join Lady Antebellum, Big Kenny, LoCash Cowboys and the other entertainers, artists and the thousands of supporters who have already joined the movement to create a world with less cancer and [more birthdays](#).

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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 more than \$3.5 billion, we turn what we know about cancer into what we do. As a result, more than 1 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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