American Cancer Society Celebrates Innovators of Tomorrow

ATLANTA, November 5, 2015 – The American Cancer Society helped usher in the innovators of tomorrow as a presenting sponsor of the fifth annual WSJ.Magazine's Innovator Awards held Nov. 4 at the Museum of Modern Art in New York City. The awards honor the remarkable vision and accomplishments of individuals in art, brand, design, architecture, entertainment, fashion, literature and technology. This year marked the Society's first as a sponsor.

"We have a deep heritage of innovation at the Society, having been at the forefront of pioneering cancer research and the development of unique programs and services that help all those impacted by cancer," said Daniela Campari, senior vice president of marketing, American Cancer Society. "We are thrilled to partner with WSJ.Magazine to honor the accomplishments of individuals who are truly making a difference – those pushing boundaries and shaping their fields, just as we continue to do for the millions of people we serve."

The Society recognized two individuals in attendance who have given their creativity, entrepreneurialism and talents to the cancer cause – Chris Draft, a former NFL player and cancer advocate who has worked tirelessly in his late wife's name to raise awareness and funding for cancer research, as well as Sandro Miller, a cancer survivor and recent recipient of the prestigious Lucie Award's "International Photographer of the Year." Miller recently collaborated with the Society on its new "Advantage Humans" campaign, an initiative that marks a bolder stance in the Society's work to support patients and families touched by cancer.

The awards sponsorship is part of the Society's "Advantage Humans" campaign, which was developed by ACS's advertising agency DDB Chicago and led by executive creative director, Jeanne Batthany. The campaign is an integrated brand and donation-driving program 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," said Laura McLane, vice president of creative strategy, American Cancer Society. The Society hopes to encourage individuals to join the campaign through donations, which are essential to ongoing research funding and programming.

Shot by Miller, the print, digital and outdoor ads capture real, raw and beautiful images of cancer patients, survivors and loved ones alongside a simple but powerful personal trait - courage, rage, devotion, and generosity, among others. The campaign is supported via print, outdoor, television, digital and social media and will run through December 2015.

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

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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.
