

## **Creative Copy for Media Buy 2015**

### **Radio/B-Roll Copy for :30 Spot – RnR Philly Half Marathon (WMGK, WKYW, WMMR, ABC News, CBS News)**

Be a Rockstar! On October 31st, the City of Brotherly Love will be rockin' and runnin' to support cancer research!

The American Association for Cancer Research has teamed up with the Rock 'n' Roll Philadelphia Half Marathon to create a great day of miles, medals, and music...all while raising funds for this important mission!

If you're ready to run for a great cause, the AACR Rock 'n' Roll Philadelphia Half Marathon is for you!

Sign up now at: [RunnersForResearch.org](http://RunnersForResearch.org)

### **Second RnR Philly Half Marathon Radio :30 Spot (WMGK, WKYW, WMMR, ABC News, CBS News)**

Attention all runners! If you like good music and great causes, Philadelphia is the place to be on October 31<sup>st</sup>!

The American Association for Cancer Research has teamed up with the Rock 'n' Roll Philadelphia Half Marathon to create a great day of miles, medals, and music...all while raising funds for cancer research!

Raise money for cancer research while running through the City of Brotherly Love!

Sign up now at [RunnersForResearch.org](http://RunnersForResearch.org)

### **Revised :30 RnR Philly Half Marathon Radio Spot (WMGK, WKYW, WMMR, ABC News, CBS News)**

If you have some free time during October 29th-31st, the American Association for Cancer research needs your help!

The AACR has teamed up with the Rock 'n' Roll Philadelphia Half Marathon on October 31st, and the AACR needs volunteers to make the event a success. They need greeters, expo volunteers, water distributors, medal distributors, and cheer squads for this rockin' event.

If you would like to volunteer, please visit [www.aacr.org/runphilly](http://www.aacr.org/runphilly) to find out how you can be a part of this great weekend that supports cancer research!

### **KYW :30 Spot Radio Script – December 2015**

During this season of giving, the American Association for Cancer Research knows that you have many options when choosing a charity. Consider a gift that makes life-saving cancer research possible. Almost 90 cents of every dollar donated to the AACR helps to fund cancer research. Give in honor of someone you love. Give because it makes a difference. Give to fund the future of cancer science. Visit [www.AACR.org/give2015](http://www.AACR.org/give2015) to donate today.

### **Giving Tuesday 2015 - Pandora Radio Scripts**

**:15** – Most of us know someone whose life has been touched by cancer. On Giving Tuesday, consider a donation to fund the future of cancer science. Please give to the American Association for Cancer Research at: [www.AACR.org/givingtuesday](http://www.AACR.org/givingtuesday).

**:30** – On Giving Tuesday, the American Association for Cancer Research knows that you have many options when choosing a charity. This year, consider a gift that makes life-saving cancer research possible. Almost 90 cents of every dollar donated to the AACR helps to fund cancer research. Give in honor of someone you love. Give because it makes a difference. Give to fund the future of cancer science. Visit [www.AACR.org/givingtuesday](http://www.AACR.org/givingtuesday) to donate today.