



FCANCER MEDIA KIT

Mission: Activate Gen Y to engage with their parents about early detection.

About FCancer: At FCancer, our objective is to put an end to late stage cancer diagnosis by educating people about early detection. Our ongoing mission has an ambitious, strong and clear call to action; empower Generation Y (Gen Y, also known as Millennials) to make a difference in fighting cancer. This action starts right at home with today's youth talking to their parents about early detection. Part of our mission is to teach them how to get that conversation started.

With around of 90 per cent of cancers being curable if caught in stage one, this movement invites Gen Y to be a voice in the fight against cancer.

For as long as cancer has been around, we've been looking for a cure. At FCancer, we value the "now." We're not saying forget the research. We're saying let's fight this disease as effectively as possible until there's a cure. We teach people how to look for cancer instead of just finding it, but they can't start looking for cancer unless they know what they're looking for, and they can't know what to look for until we all start talking about cancer. With your help, we're changing the way people talk about and fight cancer.

TABLE OF CONTENTS

> FCancer Mission Statement.....	1
> Questions & Answers.....	2
> CEO Biography.....	5
> Current FCancer Campaigns	6
> FCancer Fact Sheet.....	10
> Contact Information.....	11

QUESTIONS & ANSWERS

Q: What is FCancer?

FCancer is out to make a difference in the way cancer is perceived and diagnosed by promoting the importance of early detection for all cancers. Our movement aims to activate Gen Y to engage with their parents about early detection of cancer. Roughly 90 per cent of cancers are curable if caught in stage one. We're creating a generation of early detection ambassadors who, by learning about what to do to stay healthy, what to watch out for, and what questions to ask, are taking control of their health and the health of their parents.

Q: How did it start?

While FCancer founder Yael Cohen's mother was recovering from her cancer surgery in 2009, she overheard the phrase "Fuck Cancer" in passing. It instantly resonated with her – so much so that she had a t-shirt made for her the next day adorned with this modern-day proverb. To Yael, the shirt said, "yes, I have cancer – but no, I won't go down without one hell of a fight." It said, "I am not a patient – I am a survivor." Yael's mother Diane Cohen, being the spirited woman she is, immediately wore it with pride. The reaction was astounding. Who knew these two little words could elicit so much support? Any time she wore the t-shirt she was inundated with messages of support and questions about where she got it.



Yael recognized an opportunity to make a change and speak in a language that people can appreciate – the truth. Yael began making and selling the shirts for charity and soon after, she realized the FCancer message was far larger than just a t-shirt slogan – it was a movement. Yael wanted to have more control over where the funds raised were dedicated, ensuring that they made a direct and tangible difference to cancer patients. She listed FCancer as a registered charity, foundation and non-profit and from that point forward, she dedicated her focus to the FCancer movement. FCancer has since grown in leaps and bounds into an international movement aimed at educating supporters, fostering community, harnessing emotion and galvanizing change.

Q: How do we raise money?

We raise money in three ways: donations online, shirt sales, and private donations.





Q: Who runs FCancer?

This movement is led by Yael Cohen, president, founder and CEO of FCancer. FCancer is a registered charity, nonprofit and foundation, which has a mandate to teach people how to look for cancer, rather than just find it – making a concrete change to early cancer diagnosis.

Q: What makes us different?

We don't fund research. Why? We're not researchers. So, what are we? Impatient....we're also educators. This is the era of instant gratification, and while research is important and something we encourage – what about now? Our goal is not to find a cure for cancer, our goal is education about early detection: to get the facts out there. Specifically targeting Gen Y, we bring awareness to the different ways one can detect cancer in its early stages. Our mission is to get Gen Y to talk to their parents about what they can do to try and stay a step ahead of cancer: routine check ups, healthy lifestyle changes, knowing what to look for and recognizing the warning signs.

Q: What's Gen Y?

Generation Y (also known as Millennials) is the demographic group following Generation X. It generally includes any one ages 17-35. In our dictionary, Gen Y'ers are not just people in that age range, but rather anyone we can inspire to help educate their parents.

Q: Why Y?

We target Gen Y because today, kids affect their parents more than any generation ever has. We help our parents out in the "new age" digital world, teaching them how to text, helping them get on Facebook, using DVRs – but it's time to take the education beyond technology. We're here to shed light on early detection through encouraging and educating people about regular exams, looking into their family history, teaching them about the warning signs of cancer, healthy diets and environmental factors to be avoided. By targeting Gen Y, we hope to continue child to parent education in detecting cancer and saving lives.

Q: Why "Fuck"?

Because it's what everyone is thinking. It's a head-in-your-hands moment. It's not sexual or violent. It's defeated and defiant. "Fuck" is a real-life, everyday emotion that gives cancer a visceral response. Taking this private word and making it public is powerful, so if there's ever a time to use "Fuck", it's now. But if the thought of dropping the F bomb makes you cringe, fear not, we have a censored version made with you in mind – FCancer.

Q: Where does the money go?

**FUCK
CANCER**



WE DON'T BUILD WELLS
OR FEED THE HOMELESS;
WE EDUCATE.

WE KNOW FUNDING INTANGIBLES
IS **NEVER SEXY,**
BUT IT IS **REALISTIC.**



WITHOUT A TEAM,

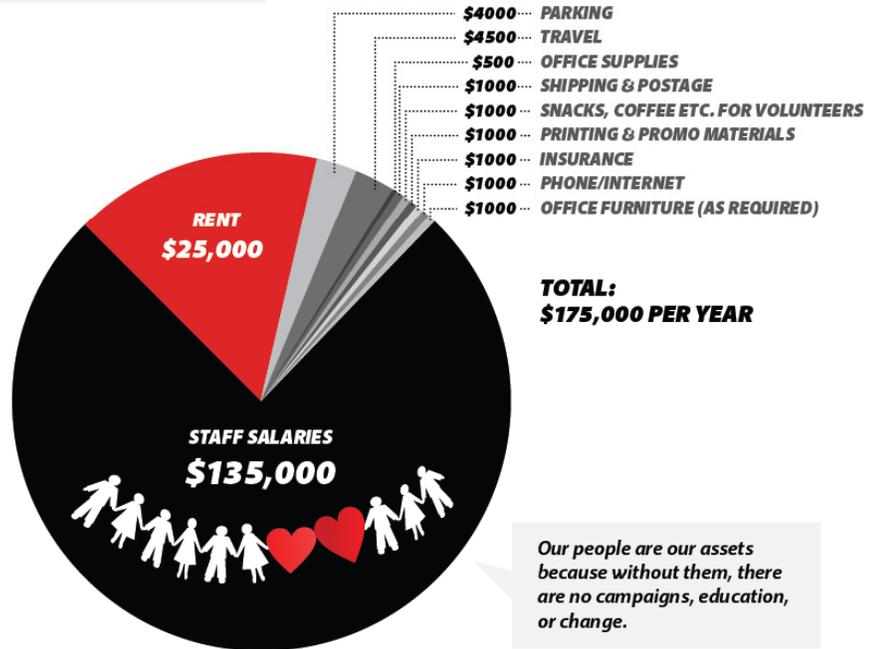
THERE ARE NO CAMPAIGNS
AND NO EDUCATION,
AND WITHOUT THAT,
THERE'S NO **PARADIGM SHIFT,**
NO CHANGE.



WE'RE PUTTING AN **END** 
TO LATE STAGE CANCER DIAGNOSIS,
**AND THAT'S NOT
SOMETHING
YOU CAN TOUCH.**



**ANNUAL
OPERATIONAL
BUDGET**



Our raised funds go towards supporting our team in creating engaging educational campaigns that activate Gen Y to take responsibility for their parent's health and teach them to become medical consumers through the following calls to action:

- Knowing their cancer risk profile
- Recognizing the earliest warning signs
- Navigating and taking ownership of their own health and body

It's no secret that the best way to learn something is to teach it. And it's no accident that we're targeting Gen Y – they are the generation that has time to internalize FCancer's message and make a change. By the time they're in the highest risk demographic, they'll be looking for cancer instead of just finding it.

Q: Get involved!

Check out the oh-so-many ways you can jump on board at www.letsFCancer.com. We are the generation that will make late stage cancer diagnosis fucking history.



FCANCER CEO BIO



Yael Cohen

Founder, President & CEO, FCancer

Yael Cohen is the founder, president, and CFO of FCancer, a non-profit organization dedicated to spreading the word about the importance of early detection.

Yael is a young woman on a mission to change the face of cancer, giving families and friends a new mantra: FCancer. Yael founded FCancer in 2009 after her mother was diagnosed with breast cancer. Determined to have strength for her mom, Yael decided to use the “F word” to fight the “C word” by creating a charitable organization that does things very differently.

In less than two years FCancer has attracted thousands of Gen Y Millennials, including a host of A-list celebrities that have willingly participated in the movement and are using their influence to bring awareness through impactful endorsements.

Since the launch of FCancer, Yael has grown into an influential player in the not-for-profit world. She has attracted a host of A-list celebrities that are lined up to participate in the movement and use their influence to help garner support from the public.

Yael has also earned the attention of some very influential groups for her work with FCancer. She was invited to be part of the Summit Series in Washington DC, Miami, and Tahoe, and has participated in and/or spoken at the Next Generation Leadership discussions at the White House, the Clinton Global Initiative, TEDx Vancouver, TED Women, TEDMED, and the UN Nexus conference. This past year, she was named as one of 12 “people who are transforming philanthropy” by The Globe and Mail, among the likes of Bill Gates and Bono. She was also recently listed as one of Chatelaine Magazine’s hot 20 under 30 for her influence in the non-profit sector.

Yael was named one of twelve people who are transforming philanthropy by The Globe and Mail (amongst the likes of Bill Gates and Bono), listed as one of Chatelaine Magazine’s ‘Hot 20 Under 30’ for her influence in the non-profit sector, as well as being named one of Fast Company’s Most Creative People in Business for 2012, and one of eleven women in Elle’s Genius Awards Power List 2012. As Yael continues to influence various circles about this important discussion, she hopes our global community will spread FCancer’s message of the importance of early detection.



FCANCER CAMPAIGNS

- **FCancer & Funny or Die: Touching Ourselves!**
- **The Cancer Talk**
- **The Demikhov Project**
- **Mozilla Firefox Challenge**

TOUCHING OURSELVES! Video Contest

In April 2012 FCancer and Funny or Die will launch "Touching Ourselves!", a online social video contest.

Mission: Challenge Fuck Cancer and Funny or Die's imaginative community to create video clips that brings attention to cancer screening and self-exams through uncomfortable, absurd comedy.

Goal: Leverage the hallmark Funny Or Die humour and the cultural responsiveness of Generation Y to educate people on early cancer detection in a engaging, collaborative way.

Website: www.touchingourselves.com

Twitter Hashtag: #TouchingOurselves

Details: Touching Ourselves! is an exciting new video contest produced by Fuck Cancer and Funny or Die. The contest calls for budding comedians and early detection ambassadors to create videos that expose the awkwardness of performing a cancer screening or self-exam. Fuck Cancer is pre-releasing the video contest at SXSW 2012's most exclusive events to create top quality video content that will activate the full campaign launch in April. With a high-profile video cast and proven celebrity endorsement, Touching Ourselves! Will use hilarious, viral video content to communicate Fuck Cancer's message with an engaged audience.

Duration: Touching Ourselves! will run from late April into June 2012.



THE CANCER TALK

In June 2011 FCancer launched *The Cancer Talk*, a video campaign backed by celebrity power and a strong message.

Mission: Motivate Gen Y to make a difference in fighting cancer by talking to their parents about early detection.

The Cancer Talk Celebrity Endorsements:

- Adrian Grenier
- Amber Rose
- Catt Saddler
- Chad Rogers
- Charlie Bewley
- Dan Levy
- Deepak Chopra
- Fran Drescher
- Hosea Chanchez
- Michael Winslow
- Pauley Perrette
- Perez Hilton
- Sophia Bush
- The Buried Life Boys
- Terrell Owens
- Wilmer Valderrama

Website: www.cancertalk.letsfcancer.com

Twitter Hashtag: #thecancertalk

Campaign Details: “The Cancer Talk” campaign isn’t just a means to an end—it’s an end in and of itself because it accomplishes three of our goals: having our supporters talk about their family cancer history, identifying the personal risk factors & early warning signs associated with these cancers and encouraging family members to stay on top of their regular cancer screenings, both this year and every year.

The Simple message: They sat you down for “the sex talk”, now it’s your turn to sit them down for “The Cancer Talk”. It’s time to make sure our parents are being safe about cancer.

Duration: Ongoing – the Cancer Talk campaign will span over 6 months with multiple phases.



THE DEMIKHOV PROJECT

Details: *The Demikhov Project is a Facebook game played in the real world. Through exciting scavenger style missions and an engaging virtual reality interface, this initiative will inspire players to make small, healthy changes in their actual day-to-day lives. The Demikhov Project will educate people on cancer risk factors, early detection tools and healthy lifestyle tactics using a creative and highly interactive media.*

Duration: *The Demikhov Project will be launched in Spring 2012 and will be ongoing*

MOZILLA FIREFOX CHALLENGE

In January 2012 FCancer won the Mozilla Firefox Challenge, a online celebrity fundraising competition.

Mission: *Partner with Sophia Bush to compete in this elite challenge by harnessing social media and online crowdsourcing by raising the most funds between December 10th, 2011 to January 13th, 2012.*

Goal: *Win a grand prize of \$25,000!*

Details: *FCancer is pleased to have won \$25,000 in the recent Mozilla Firefox Challenge. With the support of One Tree Hill's Sophia Bush, the charity was able to raise more than \$117,000 for early cancer detection education. The month-long holiday fundraising contest launched by Mozilla Firefox put several celebrity backed charities in competition for a grand prize of \$25,000. Their goal was to raise awareness and funds for social and humanitarian causes. Aside from Sophia, the top four contenders included Seth Rogen for Hilarity for Charity, Edward Norton for the Maasai Wilderness Conservation and Jonah Hill for Nothing but Nets. The competition was tight in the final days of the challenge. In the end Sophia narrowly beat Rogen, who finished second by a difference of less than \$5,000.*

Duration: *The Mozilla Firefox Challenge ran from December 2011 to January 2012*

SAMPLE CELEBRITY IMPACT SUMMARY: THE CANCER TALK

The Cancer Talk Campaign features a variety of celebrities who are helping to spread the word about our mission. This is a sample summary of the power behind just one celebrity name: **SOPHIA BUSH**

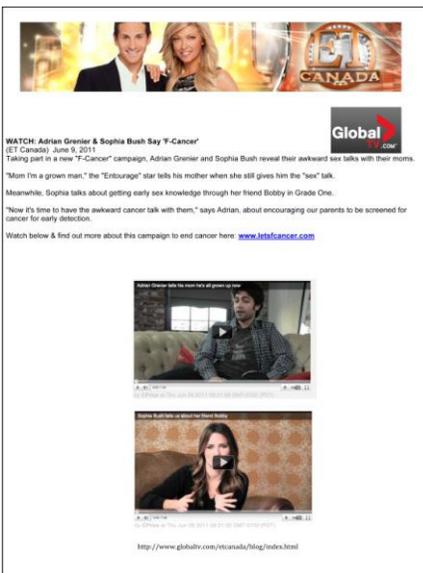
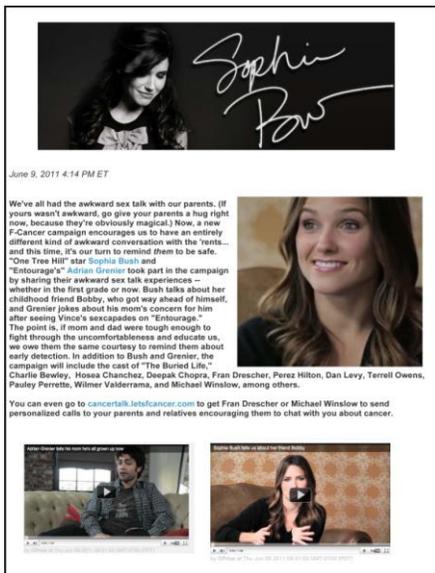
With over 350,000 followers on twitter, 211,000 Facebook likes and millions of fans, Sophia Bush was able to spread The Cancer Talk message to more than 54 million people in less than three weeks.

June 7, 2011-June 24, 2011:

Total Online Impressions - 54,037,491

Total Social Impressions: 400,504

To Date Video Views- 23,554



@SophiaBush
Sophia Bush

I had the talk with my folks. you should too. #TheCancerTalk @letsfancer cancertalk.letsfancer.com @msfuckcancer

9 Jun via Echofon

☆ Favorite ↻ Retweet ↩ Reply

Retweeted by AlineBouDiwan and 39 others

@SophiaBush
Sophia Bush

Here is my awkward 'sex talk' story for #TheCancerTalk: <http://dai.ly/irqmDM> Watch. Talk. Then give love 2 @msfuckcancer who started it all!

9 Jun via Echofon

☆ Favorite ↻ Retweet ↩ Reply

Retweeted by ryanleckie and 74 others

@SophiaBush
Sophia Bush

Not sure how to start #TheCancerTalk with your parents? @letsfancer can help with that! Log on > cancertalk.letsfancer.com @msfuckcancer

9 Jun via Echofon

☆ Favorite ↻ Retweet ↩ Reply

Retweeted by paranomi_87 and 28 others

FCANCER FACT SHEET

- *FCancer is a Vancouver-based registered charity, nonprofit and foundation*
- *Mission: Activate Gen Y to engage with their parents about early detection*
- *Objective: Put an end to late stage cancer diagnosis by educating people about early detection*
- *What differs FCancer from other cancer-related charities is that its focused is on education of early detection – FCancer is not searching for a cure, rather, it is working towards early detection and preventative solutions through education*
- *The charity was founded in October 2009 by 23-year-old Yael Cohen, president, founder and CEO of FCancer, after she learned of her mother being diagnosed*
- *FCancer was the result of a t-shirt founder Yael Cohen had made for her mother who was diagnosed with breast cancer. The slogan on the t-shirt “Fuck Cancer” generated an overwhelming response to anyone who saw it, which opened Yael’s eyes to an opportunity to share this message and affect change*
- *Since FCancer was founded, the charity has raised roughly \$1 million for early detection education*
- *FCancer is the first and only Canadian cancer charity focused primarily on early detection education*
- *FCancer CEO Yael Cohen was the only Canadian speaker at the White House Next Generation Leadership conference*
- *Nominated by Mashable as a “must follow” non-prof organization for their message and their digital strategy campaigns*
- *Current Campaigns:*
 - *Let’s Fund 2012 Now (December 2011) – Mission: Fund FCancer’s operational costs for 12 months in 30 days, enabling us to dedicate 100 per cent of our time and energy into educating people about early detection.*
 - *The Cancer Talk (ongoing) – Mission: Motivate Gen Y to make a difference in fighting cancer by talking to their parents about early detection.*



FCANCER CONTACT DETAILS

> MEDIA INQUIRIES? LET'S CONNECT:

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YouTube: <http://www.youtube.com/letsfcancer>
Flickr: <http://www.flickr.com/photos/55278858@N04/>*

> WRITE, CALL OR VISIT:

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