



The American Cancer Society & Boone County team up with WE-CAN-SUR VIVE for the School's Out 5K on May 24th, 2018!

What is the School's Out 5K?



CLOSE YOUR LOCKERS, CLOSE YOUR BOOKS, AND LACE UP YOUR SNEAKERS!

On Thursday, May 24th, the American Cancer Society will sponsor a 5K run and 1 Mile walk to help fund cancer research and patient programs and to celebrate the last day of school!

DETAILS

Where: Mulberry Fields When: Thursday May 24th, 2018

Registration begins at 5:30 pm

Race will kick off at 6:30 pm!

HOW TO GET INVOLVED?

Please visit: www.SchoolsOut5k.com Or call the American Cancer Society at 1-317-344-7858



Why should your business support an American Cancer Society event?

RECENT STUDIES SHOW:

91%

of global citizens expect companies to do more than make a profit; they believe companies need to act responsibly and address issues.*

90%

of US consumers say they would switch brands to one associated with a cause, given comparable price and quality.*

32%

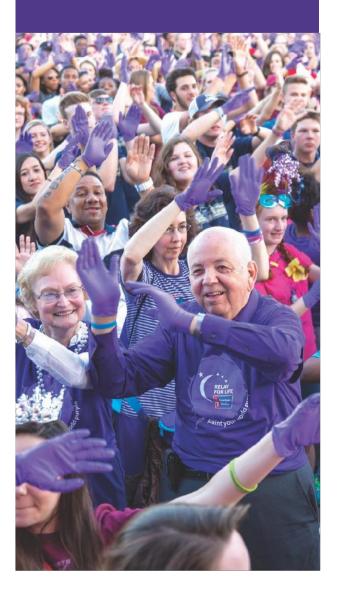
of consumers have a more favorable impression of a product when paired with the American Cancer Society logo.°

29%

of consumers are more likely to purchase a product if the brand is partnered with the American Cancer Society.°

66

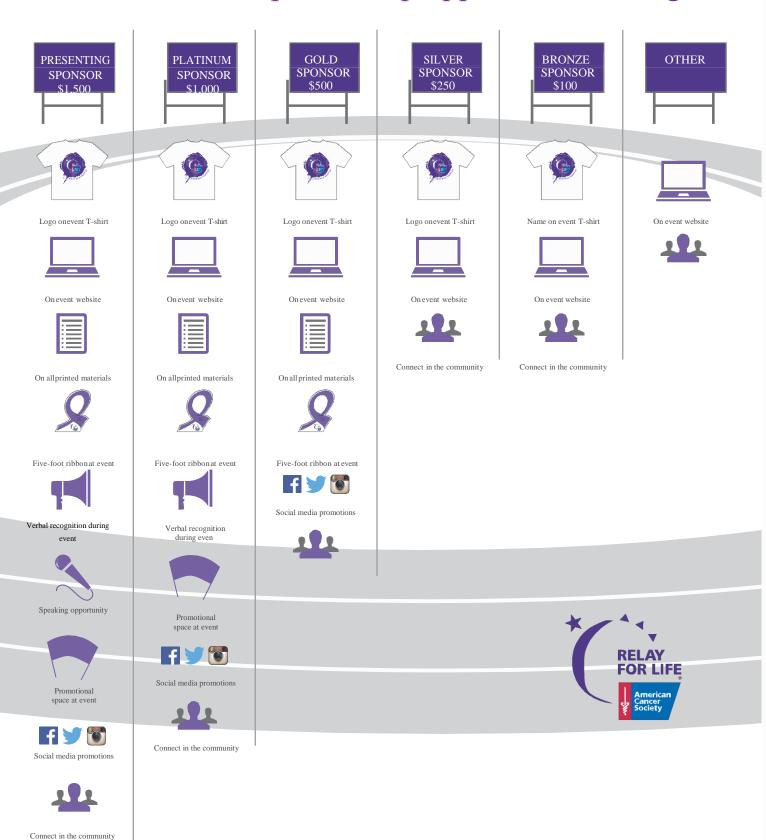
Close your lockers, pack up your books, and lace up your sneakers for the annual School's Out 5K!



^{*} Cone Communications/Ebiquity's, 2015 Global CSR Study.

 $^{^{\}circ}\,$ American Cancer Society Market Research: Cause Marketing Phase 1, 2013.

School's Out 5K sponsorship opportunities at a glance



Logo on thank-you emails