



Pledge to Support AICR's Cancer Prevention Month Campaign in February 2021

Yes, my organization _____ will join AICR to help raise awareness for cancer prevention and support the "Take the Ten" campaign!

Along with the American Institute for Cancer Research, our organization pledges to raise awareness of the evidence-based actions the general public can take to reduce their cancer risk.

Your organization pledges to do the following:

- Share your official logo with AICR
- Follow AICR on social media:
 - Facebook: [@AmericanInstituteforCancerResearch](#)
 - Twitter: [@aicrtweets](#)
 - Instagram: [@cancerprevention](#)
 - LinkedIn: [@AmericanInstituteforCancerResearch](#)
- Promote the "Take the Ten" campaign in February by doing one or more of the following:
 - Share the campaign message and Healthy10 Challenge link with your communities through newsletters, emails and/or listservs
 - Share the campaign message on your social media channels using #TaketheTen to promote the online tool and/or #CancerPrevention to raise awareness
 - Capture photos or short videos of how your organization is putting cancer prevention into action and share them on social media, tagging AICR
- Designate a contact from your organization to coordinate with AICR's campaign team:

Name of organization

Contact name

Contact title

Contact email

Contact signature

Date

AICR pledges to do the following:

- Display your organization's name and logo on our website
- Provide promotional resources including infographics and suggested messaging
- Provide a social media toolkit with shareable graphics and example posts

Questions? Email Kayla at k.mcmahon@aicr.org.