



April 1, 2024

Dear PSA Director,

**Early Detection = Better Outcomes**

This public service campaign from the Prevent Cancer Foundation® can save lives.

Most people don't experience signs or symptoms of cancer until it's in advanced stages. But no one should wait for symptoms to check their health through cancer screening tests.

These television and radio PSAs feature Kim and Penn Holderness, winners of the 33<sup>rd</sup> season of "The Amazing Race" and internet personalities best known for funny, family-centric videos on their Facebook, Instagram, TikTok and YouTube channels. In these spots, Kim and Penn encourage each other and the audience to schedule their routine cancer screenings because early detection equals better outcomes.

Early detection of cancer can mean more treatment options, more healthy days ahead and more time with the people you love.

We hope you will broadcast the enclosed spots whenever public service time is available. These PSAs may be used until October 1, 2024.

**Media Contacts:**

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**Television and Radio Spots Available:**

Ad-ID: TPCF1524260H  
Title: Better Outcomes TV PSA  
Length: 60 seconds

Ad-ID: RPCF1524260  
Title: Better Outcomes Radio PSA  
Length: 60 seconds

Ad-ID: TPCF1524230H  
Title: Better Outcomes TV PSA  
Length: 30 seconds

Ad-ID: RPCF1524230  
Title: Better Outcomes Radio PSA  
Length: 30 seconds