

DiE, CANCER, DiE!

Dear Friend and Fellow Cancer Killer,

If you're reading this letter, you probably know a little bit about me and the #DieCancerDie tweet I sent out on September 23, 2022.

You've also probably realized by now that I believe in advocating for more lung cancer research funding because people with lung cancer deserve better. And we should get better – better attention, better treatment, better survival, and it is only with more research that we will get there. The cure is out there, and we just have to fight for it. It is up to us to advocate for ourselves, to fight for recognition at all levels of government, all levels of society. People need to know that they don't need to be ashamed of their diagnosis and that they *matter*.

Research is what will eradicate lung cancer for good, and if this campaign and my t-shirt can raise a lot of awareness and a few dollars to that end, I'm all in.

Thanks for joining me,

Laura



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SAMPLE ALERT:

Who:	Laura Greco, age 47, from Saratoga Springs, NY - mom of two boys, a non-smoker, and 7-year Stage IV lung cancer, who has tumors in her brain that she is determined to eradicate. Read more about Laura at diecancerdie.org . https://diecancerdie.org
What:	On her first day of her 5 th round of brain radiation for a particular tumor (she's had 7 rounds of radiation), she wore her Die, Cancer, Die! t-shirt and posted on Twitter. Her tweet generated more than 32,000 likes, 1,300+ shares and hundreds of thousands of views. The reaction to her tweet spurred her on to create an apparel fundraiser for lung cancer research and share her campaign with the rest of the cancer community.
When:	November is Lung Cancer Awareness Month, and the lung cancer community is getting behind Laura to raise awareness that anyone with lungs can get lung cancer, remove the stigma associated with lung cancer and raise more funds for research. The community-wide kick off is November 1 and will run all month long.
How:	DieCancerDie.org has a full toolkit of signage, social media posts, digital frames, and other tools to spread the word, along with downloadable artwork to create your own Die, Cancer, Die! stuff.

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SAMPLE PITCH EMAIL

SUBJECT:

Woman Fighting Cancer Goes Viral – Community Gets Behind Her Cause

BODY:

November is Lung Cancer Awareness Month, and Laura Greco, mother of two young boys, and 7-year Stage IV lung cancer patient, is taking her treatment slogan, “Die, Cancer, Die!” to the cancer community at large to raise awareness, end stigma and increase funding for lung cancer research.

Lung cancer kills more people than breast, colon and prostate cancer combined, and receives the least amount of funding for research. Lung cancer among non-smokers, like Laura, is on the rise. These people are usually diagnosed at later stages, when survival rates are poorest, because the current screening guidelines are based on tobacco use.

Laura wore her “Die, Cancer, Die!” shirt for her fifth round of radiation for brain tumors like she always does on the first day of a new treatment. She [posted a photo](#) of her wearing it next to the radiation equipment to twitter and it quickly went viral, garnering more than 32,000 likes and over 1,300 shares in just a few hours.

She’s determined to conquer this brain tumor, and at the same time energize the cancer community in order to demand better treatment, better funding, and better research for everyone with lung cancer.

Laura is available for interviews and I’ll be happy to connect you with her. In the meantime, visit her website at diecancerdie.org to get involved and learn more about the movement she has inspired.

(Your contact information goes here)

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SAMPLE PRESS RELEASE

Seven-Year Lung Cancer Survivor Vows to Kill Her Cancer While Shining a Light on Lack of Funding for Lung Cancer Research

Laura Greco Spurs “Die, Cancer, Die!” Movement to Highlight the Need for More Lung Cancer Research

CITY, STATE (Month Day, Year)–November is Lung Cancer Awareness Month, and Laura Greco is sharing her story.

Laura, who is from Saratoga Springs, NY, is determined to conquer her lung cancer – and raise awareness and funds for research in the process. On September 23, she took to Twitter to declare war on her lung cancer as she began a new round of radiation treatment. Wearing a black tee emblazoned with “Die Cancer Die!” the mother of two vowed that this time, she will kill cancer.

https://twitter.com/lgreco_ny/status/1573372789804961792

Her post quickly went viral, and she decided to turn up the volume. She’s now calling on everyone in the lung cancer community to keep sharing her posts and get their own “Die Cancer Die” shirts, to support raising funds for lung cancer research.

Laura, who is in her 40s, never smoked, was never exposed to second-hand smoke, and didn’t have any other risk factors for lung cancer. She didn’t have symptoms and was completely unaware that she had a tumor in her lung until she was in the ER following a car crash in February 2015. She was not injured in the crash, miraculously, but the precautionary scans showed something more sinister: she was diagnosed with Stage 3A non-small cell adenocarcinoma lung cancer, driven by a genetic translocation within the ALK gene. Later, the tumors in her brain would show they had different genetic makeup, requiring two different medications to combat them and a series of radiation to shrink the tumors.

“Anyone who is diagnosed at Stage 3 knows they will become Stage 4,” says Laura. “I researched everything.”

Her treatment journey has been harrowing. At the time of her diagnosis, the drug now commonly used for people with her genetic mutation was not yet approved, so she

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was treated with chemotherapy. She has undergone radiation therapy five times; she's had brain surgery five times; and she has nearly died three times during the last several years. Like most lung cancer patients with targetable tumor mutations, she was able to receive a targeted treatment that worked for a time, then had to move to other methods, which sometimes came with severe side effects. She is now receiving radiation treatment and is adamant that research advancements are what has kept her alive for seven years beyond her diagnosis.

“The cure is out there,” she says, “we just have to fight for it. Lung cancer patients deserve better, should get better, and only through more research will that happen. People with lung cancer need to stand up and be counted because they do matter.”

Laura is hoping to shine a bright light on the need for more lung cancer research and the fact that anyone with lungs can get lung cancer and she's supporting lung cancer research through sales of her “Die Cancer Die!” apparel. Learn more about Laura and her efforts at diecancerdie.org.

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About (Organization Name Here)

Include organization's boilerplate

Contact:

Add press contact information here

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Talking Points

Lung Cancer:

- Lung cancer affects 1 in 16 Americans and kills more people than breast, colon and prostate cancer combined.
- Because screening guidelines are based on tobacco use, non-smokers are often diagnosed at very late stages of the disease when survival rates are lowest.
- The number of women diagnosed with lung cancer has been climbing even as smoking rates – and the number of men diagnosed – are declining.
- Research funding for lung cancer lags behind that of most other prominent cancers with lower mortality rates.

Laura's lung cancer:

- Laura is a 7-year lung cancer survivor under the age of 50 with no risk factors for the disease.
- She was diagnosed literally by accident – a car accident in 2015 resulted in the discovery of a mass in her lung.
- At the time of diagnosis, she was Stage 3A non-small cell adenocarcinoma with an ALK driver.
- Targeted therapy for ALK-driven NSCLC had not yet been approved by the FDA.
- Although Laura had surgery to remove the tumor in her lung, received chemo, radiation and then more chemo, more than 10 tumors developed in her brain.
- She has had three brain surgeries as a result of swelling caused by the tumors.
- She suffered seizures from the tumors, which resulted in her current round of brain radiation in September 2022

Laura's advocacy:

- Laura is a consumer advocate for the DoD Congressionally Directed Medical Research Programs (CDMRP) – Lung Cancer Research Program (LCRP).
- She has appeared on numerous news programs, in news articles, and is a member of a number of lung cancer advocacy groups including ALK Positive, MET Crusaders, and LungCAN.
- She is sharing #DieCancerDie on Twitter, Instagram and Facebook; and created a Die, Cancer, Die! campaign.

Laura's Die, Cancer, Die! Campaign:

- Visit the website DieCancerDie.org
- Any person or organization can take part in the campaign.
- A full campaign toolkit is provided - diecancerdie.org/toolkit
 - Printable signs
 - Social media graphics and profile frames
 - Canva templates to customize
 - Vector art to create your own #DieCancerDie swag
 - Template press release