

TELECAST TOOLKIT



DESCRIPTION

This Social Press Kit contains digital assets for SU2C's 2021 televised event, including assets for Stand Up To Cancer, Stand Up To Cancer Canada and our Spanish channels, Unidos Contra El Cáncer. The first section contains social media messaging, followed by downloadable assets for both social media and web, including print and broadcast versions of our Tune In PSA. At the very bottom is a section for the 'Telecast Streaming link' for viewers to watch the Telecast on a digital device, which will be added closer to the day of show.

CANCER DOESN'T STOP. NEITHER DO WE.

Directly below are suggested messaging for your social media channels to drive tune in for the Telecast. We encourage you to post along with either the print or broadcast Tune In PSA any time leading into Telecast week, emphasizing the week of and day of show to drive the most tune in viewership. If you have any social media related questions, please email Rachael Susaneck at rsusaneck@su2c.org and Stephanie Bours at sbours@su2c.org. Any web banner questions, please email Rachael Susaneck at rsusaneck@su2c.org.

KEY DATES

2021SU2C Televised Show

Saturday, August 21st
at 8 pm ET & PT and 7 pm CT

#Up2Us to #StandUpToCancer Week

Friday, August 13th – Saturday, August 21st

HASHTAGS

- #StandUpToCancer
- #Up2Us
- #StandUpToCancerCanada
- #UnidosContraElCancer

HANDLES

ENGLISH

- f @SU2C
- @ @SU2C
- t @SU2C
- j @SU2C
- @Stand Up To Cancer
- in @Stand Up To Cancer

SPANISH

- f @UNIDOS.SU2C
- @ @UNIDOS_SU2C

CANADA

- f @SU2C.CANADA
- @ @SU2C_CANADA
- t @SU2C_CANADA

SOCIAL GRAPHICS

ENGLISH

**CANCER DOESN'T STOP.
NEITHER DO WE.**

FOR ONE NIGHT, WE STAND TOGETHER.



SATURDAY 8/21 8 ET/7 C

Stand Up To Cancer is a division of the Entertainment Industry Foundation (EIF), a 501(c)(2) charitable organization.

Download

SPANISH

**EL CÁNCER NO SE DETIENE.
Y TAMPOCO NOSOTROS.**

POR UNA NOCHE, NOS UNIMOS TODOS.



SABADO 8/21 8 ET/7 C

Unidos Contra El Cáncer es una división de Entertainment Industry Foundation (EIF), una organización de beneficencia 501(c)(2).

Download

CANADA

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SUGGESTED COPY: ENGLISH

f One night. We stand together. I'm proud to support @Stand Up To Cancer's mission to make every cancer patient a long-term survivor. Join Stand Up To Cancer on Sat, 8/21 at 8pm ET/PT and 7pm CT for a televised fundraising special focused on saving more lives from cancer. Learn more and donate at StandUpToCancer.org.

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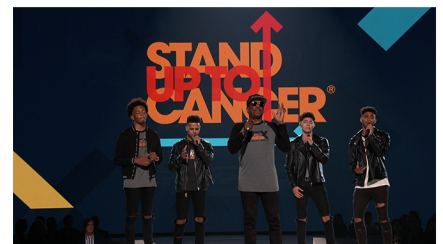
COPIA SUGERIDA: SPANISH

f Estoy (orgullosa/a) de apoyar a la investigación que salva vidas de @Stand Up To Cancer / @Unidos Contra El Cáncer. Sintonízate el sábado 21 de agosto a las 8 pm ET/PT y 7 pm CT para un programa televisivo especial de recaudación de fondos con un objetivo en mente: hacer de cada sobreviviente de cáncer un sobreviviente a largo plazo. Guarda la fecha y obtén más información en UnidosContraElCancer.org.

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VIDEO ASSETS



TUNE-IN PSA VIDEO ENGLISH

[YOUTUBE](#)

[Download](#) (15 seconds)

[Download](#) (30 seconds)

[Download](#) (60 seconds)

TUNE-IN PSA VIDEO SPANISH

[YOUTUBE](#)

[Download](#) (15 seconds)

[Download](#) (30 seconds)

TUNE-IN PSA VIDEO CANADA

[YOUTUBE](#)

[Download](#) (15 seconds)

[Download](#) (30 seconds)

LIVE STREAMING LINKS [🔗](#)

The SU2C Telecast will be live streaming across @SU2C YouTube, Facebook, Twitch, and TikTok. Come back next week for the livestream links or go to these social channels on August 21!