



Katie Couric
Co-Founder, Stand Up To Cancer



Katie Couric (@katiecouric) is an award-winning journalist and #1 *New York Times* best-selling author of her memoir, *Going There*, which was published in October 2021. She is also a co-founder of Stand Up To Cancer® (SU2C).

In 2017, she founded Katie Couric Media (KCM), which has developed a number of media projects, including a daily newsletter, a podcast, digital video series and several documentaries. KCM works with purpose driven brands to create premium content that addresses

important social issues like gender equality, environmental sustainability, and mental health.

Couric was the first woman to solo anchor a network evening newscast, serving as anchor and managing editor of the *CBS Evening News* from 2006 to 2011 following 15-years as co-anchor of NBC's *Today* show. She also hosted a syndicated show and served as the Yahoo Global News Anchor until 2017.

Couric's cancer advocacy began in 2000, when she established the National Colorectal Cancer Research Alliance after losing her husband, Jay Monahan, to the disease in 1998. In 2008, she joined eight strong women from the world of news and entertainment to launch Stand Up To Cancer with a goal of turning every cancer patient into a long-term survivor. Since launching, SU2C has raised nearly \$800 million for cutting-edge, lifesaving cancer research.

Couric's dedication to driving awareness about cancer screening has had tremendous impact. While at the *Today* show, she televised her colonoscopy. Researchers then documented a near 20% increase in the number of Americans undergoing the procedure, dubbing it "The Couric Effect." According to the American Cancer Society, the death rate, as well as the number of people being diagnosed, declined 30% during the years this work took place.

In 2022 after a personal breast cancer diagnosis, Couric joined Congresswoman Rosa DeLauro (D-CT) and Congressman Brian Fitzpatrick (R-PA) to introduce the *Find It Early Act*, a legislative bill that would ensure all health insurance plans cover screening and diagnostic mammograms and breast ultrasounds and MRIs with no cost-sharing.

Couric has won a duPont-Columbia, a Peabody, two Edward R. Murrows, a Walter Cronkite Award, and multiple Emmys. She was twice named one of Time magazine's 100 most influential people

and was a *Glamour Magazine* woman of the year three times. She has also received numerous awards for her cancer advocacy work; honored by both the Harvard and Columbia schools of public health, the American Cancer Society and The American Association of Cancer Researchers.

In addition to *Going There*, Couric is also the author of two children's books and *The Best Advice I Ever Got: Lessons from Extraordinary Lives*.