



Dear PSA Director,

The Prevent Cancer Foundation® has teamed up with film and television actor Ernie Hudson for a new PSA about cancer prevention and the human papilloma virus (HPV).

Hudson is best known for his role in the 1984 cult classic, *Ghostbusters*, and Hudson is starring in the sequel release, *Ghostbusters: Afterlife*, this Summer; however, few fans know him as two-time cancer survivor. Hudson was diagnosed with prostate cancer in 1998 and with rectal cancer in 2011. In both cases, screening caught his cancer early, making treatment more effective. Hudson has always been a champion of his own health and wellness and is using his voice to amplify the significance of cancer prevention.

More than 40,000 cases of HPV related cancers will be diagnosed this year; they include cervical, vaginal, vulvar, oropharyngeal, penile and anal cancer.

Hudson is now cancer-free and wants to spread the word about the importance of getting the HPV vaccine to prevent cancer. In the spot, we join Hudson behind-the-scenes as he shares his hero story, and how others can be a hero in the fight against cancer, ultimately saving lives.

We hope you will broadcast the enclosed spots whenever public service time is available throughout the year, it has the power to save lives.

Media Contacts:

Contact: Diane Tilton

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Title: *Stopping Cancer Before It Starts with Ernie Hudson*

Length: :30 and :60 TV Spots and :30 and :60 Radio Spots

Format: HD video and NSTC MPEG-2 and MP3

Language: English

End Date: Never

Sponsor: Prevent Cancer Foundation

Target Audience: All