



The most important moments happen when we all stand together – that’s why [Stand Up To Cancer \(SU2C\)](#), has teamed up with Major League Baseball to create this moving PSA that embodies the spirit and sense of community synonymous with baseball, the campaign — titled “For All The Moments We Stand Up” — culminates with the now iconic SU2C placard moment when tens of thousands of fans, players, managers and other on-field personnel stand for a moment of silence to support a loved one affected by cancer.

The PSA centers on iconic moments in baseball that bring us to our feet — standing to catch a foul ball, catching a bag of peanuts from a vendor, being featured on the jumbotron— before building up to the moving placard finale, which underscores the remarkable impact of standing together as one powerful, united force against cancer.

The PSA is the latest collaboration between SU2C and MLB, marking MLB’s 11th year as a supporter of SU2C. To date, MLB has pledged more than \$50 million to SU2C’s collaborative cancer research programs, providing invaluable support for research which has helped lead to six FDA approvals for new cancer therapies.

The broadcast PSAs feature ***Uzo Aduba, Jordana Brewster, Matt Damon, Zachary Levi, Joe Manganiello*** and ***Candice Patton***, whose lives have all been touched by cancer in some way. The broadcast PSA also includes ***Connor***, a Ewing sarcoma survivor, and ***Marshella***, a breast cancer survivor. The broadcast PSA was developed by SU2C and produced by Shark Pig, an LA-based production company that produces everything from online ads to feature-length documentary films. Jesse Fleece, a Highland Park-based director who blends comedy and drama to tell human stories of love, hope and redemption, directed the PSA.

Please use these spots for free and unrestricted use through January 2021 Please contact our team at psa@boombroadcast.com or at (609) 748-7411 if you have any questions on the format or delivery of the PSAs.

Please visit www.StandUpToCancer.org to learn more about the campaign, and follow us on @SU2C across Facebook, Instagram, and Twitter for the latest updates.