

Prostate Cancer Awareness Month

#CanDoBlue Campaign Guide

Prostate Cancer Awareness Month (“PCAM”) begins every year on September 1.

Awareness campaigns include a variety of activities and partners, from social media programming to run/walk races, with partnerships across the public, private and non-profit sectors.

For Prostate Cancer Awareness Month this September 2022, miR Scientific is partnering with several organizations for an awareness campaign entitled **#CanDoBlue**. The goal is to introduce #CanDoBlue into prostate cancer and men's health conversations in Canada, Israel, Japan, the U.S., Puerto Rico, Singapore and other global markets.

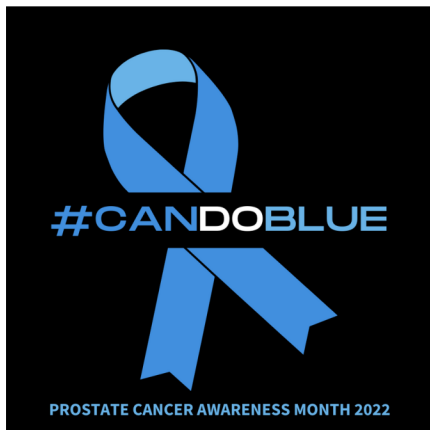
Industry and Advocacy Partnership

Partner-building is a key first step to a successful campaign that achieves broad reach. With a diverse range of partners, we will find a balance between physical and virtual activities, with room for creative approaches to engage geographic and virtual communities.

Campaign colors

PMS 292 (#69B3E7)

PMS 279 (#418FDE)



Our current partners for the #CanDoBlue campaign:



FANS for the CURE



PARTNERSHIP
FOR MODERN
PUERTO RICO



City Lighting

City lighting campaigns are a high-visibility, high-impact tool to draw attention to a cause. Each municipality and market will have their own processes and timelines to service requests that a building or section of a skyline is lit in a special color. For example, in the U.S., Chicago, Dallas and Philadelphia have Building Owners and Managers' Associations that you can contact with special lighting requests. Almost all will require that a non-profit organization submit the application on behalf of a for-profit entity. A best practice is to be prepared to submit application materials at least 30-60 days prior to the event. Cost will vary, and some buildings have lengthy application forms. In addition to formal processes, requesting lighting support from vendors, other familiar partners and even your own headquarter buildings can expand the scope of activity in your market.

#CanDoBlue Campaign

We are the proud owners of CANDOBLUE.COM and .ORG! Our campaign hashtag #CanDoBlue is meant to serve as a force of unifying positivity and a rallying cry to support Prostate Cancer Awareness and the color designated to the cause. We can raise awareness, we can support prostate cancer research, we can increase the number of people tested for this disease, we can turn buildings blue in support of this movement, and beyond!

The media will potentially be interested in covering these activities in your market, particularly due to the nature of the collaboration between participating partners and potential landmark buildings and proclamations in support of the movement.

We, as the prostate cancer community at large, can achieve greatness by collaborating to amplify prostate cancer awareness messages.