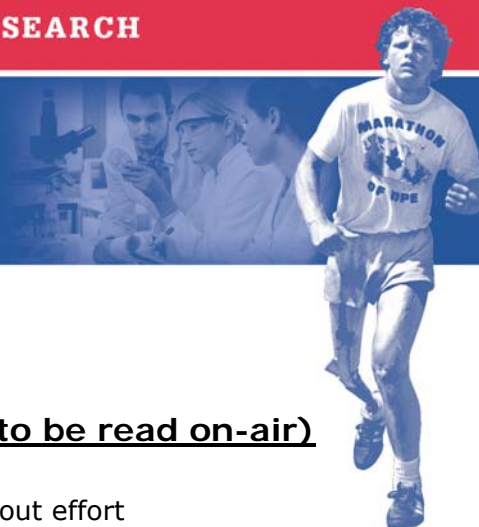


working **together**
to **outrun** cancer

Charitable Registration Number 10809 9979 RR0001



2011 Generic Radio PSA (to be read on-air)

Terry Fox was all about effort
(He ran close to a marathon a day for 143 days)

Terry Fox took himself to the limit for the cause
(And then asked us to take up where he had to leave off)

We can give you more than 200 reasons to support The Terry Fox Foundation...

...the number of cancers that need funding for research.

One person can make a difference. You can make a difference.

Please join us on Sunday September 18, 2011.

With no Entry Fees, no Minimum Pledge amounts and a non-competitive, all-inclusive approach, participation could not be easier. Call 1.888.836.9786 or visit terryfox.org.

We also have a pre-recorded Public Service Announcement (MP3 format) available for download.

Transcript:

#1 - One Person Can Make a Difference (30 sec)

"The doctor comes in; he gets really quiet;"

"OK, Doc, what's the verdict? Not thinking what I would hear."

"I was officially diagnosed with cancer."

"Am I going to be able to dance again?"

"Can I still get married in three weeks?"

"Am I going to die?"

"One person, one person, one person can make a difference."

Announcer: You can help make a difference.

Support The Terry Fox Run on September 18th. Visit terryfox.org.

#2 - Dates (30 sec)

There are some dates we just can't remember, even though we should.

There are other dates, even though we try – "May 4th, 2007", "December 13th, 1998", "October 15th, 2008", "19th of September, 2008" – we just can't forget. "I was officially diagnosed with cancer."

Announcer: Sunday September 18th is the date we change the world.
The Terry Fox Foundation and you, working together to outrun cancer.