

Copy Sheet for Print Ad

Product: Concert For Life
Medium: Newspaper
Client: American Cancer Society
Writer: Michael Wessel
Headline: "Concert For Life" Fighting Cancer With Music
Subhead: NONE

Body copy:

Cancer: it connects us all. It has had an impact on most of us, and this impact is continuing to grow.

This year in the United States, cancer will kill more than 562,340 people. That is over one death per minute. Will we ever defeat this terrible disease?

We need hope. We need to work together to fight back.

On March 14, the American Cancer Society (ACS) will hold its annual Concert For Life at St. Paul's Church in Gurnee, Ill. Featuring the music of pianist Matt Wessel, the concert is a chance to raise awareness of cancer and contribute to the fight against it.

With beautiful music, raffle prizes, silent auctions, and an emotional atmosphere, there's no better way to show your support. All proceeds will go to the ACS to fight cancer.

Visit www.mattwesselmusic.com today for more information about the concert or to purchase tickets.

Fighting cancer with music.

Subhead or slogan:

- Fighting cancer with music

Signature:

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