

# SUITS AND SNEAKERS **SET THE SCREEN**

January 23-29, 2023

AMERICAN CANCER SOCIETY

## What is *Set the Screen*?

*Did you know that screenings for cancer dropped by 90% in the height of the COVID-19 pandemic, particularly in underserved communities? This has led to decreased cancer diagnoses and treatment and is expected to result in thousands of preventable deaths.*

- **Set the Screen** is a multi-faceted campaign focused on the importance of cancer screening
- **Set the Screen** integrates Coaches with a CEO (or multiple CEOs) in their respective markets by partnering together to film video spots for social media, PSA's, in-game promotions, email messaging to the CEO's employees, etc. encouraging getting screenings scheduled
- By committing to participate in **Set the Screen**, a **Coach** will:
  - select one CEO to partner with
    - *When the CEO commits, they are committing to a \$5K company contribution to CvC*
  - send a templated email to that CEO (it is already written for you!)
  - film scripted videos with the CEO in October (mutually agreed upon date & location)
  - wear your suit with your sneakers during the week of January 23rd.

**Suits And Sneakers** still has the same elements you as coaches are familiar with - wearing your sneakers with your suit during your game(s) scheduled the week of January 23rd. The addition of the **Set the Screen** campaign adds:

- very targeted messaging about cancer screening which impacts health equity
- a fundraising component to raise at minimum a half-million dollars
- engagement in your community via corporate and employee engagement

To commit contact: Amy Rohrer - [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org) - 608.886.0143

# Current Coach Commitments

\*as of 7.11.22

Mark	Adams	Texas Tech
Kaniela	Aiona	Hawai'i at Hilo (DII)
Steve	Alford	Nevada
Dana	Altman	Oregon
Tommy	Amaker	Harvard
Chris	Beard	Texas
John	Becker	Vermont
Tad	Boyle	Colorado
Mike	Boynton	Oklahoma State
Mike	Brey	Notre Dame
Pat	Chambers	Florida Gulf Coast
Zac	Claus	Idaho
Chris	Collins	Northwestern
Ron	Cottrell	Houston Baptist
Chris	Crutchfield	Omaha
Carson	Cunningham	Incarnate Wood
Johnny	Dawkins	Central Florida
Ed	DeChellis	Navy
Darian	DeVries	Drake
Jamie	Dixon	TCU
Steve	Donahue	UPenn
Scott	Drew	Baylor
Fran	Dunphy	La Salle
Brian	Dutcher	San Diego State
Brian	Earl	Cornell
Andy	Enfield	USC
Kim	English	George Mason
Oliver	Eslinger	Caltech (DIII)
Matt	Figger	UT-Rio Grande Valley
Dana	Ford	Missouri State
Travis	Ford	St. Louis
Mark	Fox	California
Eran	Ganot	Hawai'i
Todd	Golden	Florida
Anthony	Grant	Dayton
Earl	Grant	Boston College
Jerod	Haase	Stanford
Mitch	Henderson	Princeton
Steve	Henson	UT- San Antonio
Pete	Herrmann	Navy and Young Harris (DII) (retired)
Fred	Hoiberg	Nebraska
Chris	Holtmann	Ohio State
Bob	Huggins	West Virginia
Ron	Hunter	Tulane
Bobby	Hurley	Arizona State
Justin	Hutson	Fresno State
Tom	Izzo	Michigan State
Jamaal	Jackson	Kentucky State (DII)
Ben	Jacobson	Northern Iowa
James	Jones	Yale
Jeff	Jones	Old Dominion
Greg	Kampe	Oakland
Eric	Konkol	Tulsa
Kevin	Kruger	UNLV

Matt	Langel	Colgate
Steve	Lavin	San Diego
Michael	Lewis	Ball State
Jeff	Linder	Wyoming
Ryan	Looney	Idaho State
Matt	Lottich	Valparaiso
Bob	Marlin	Louisiana
Frank	Martin	UMass
Mike	Martin	Brown
Thad	Matta	Butler
Fran	McCaffery	Iowa
Robert	McCullum	Florida A&M
Greg	McDermott	Creighton
Kevin	McGeehan	Campbell
Mike	McGrath	University of Chicago (DIII)
Ritchie	McKay	Liberty
Niko	Medved	Colorado State
Marvin	Menzies	UM Kansas City
Tim	Miles	San Jose State
Wes	Miller	Cincinnati
Paul	Mills	Oral Roberts
Chris	Mooney	Richmond
Porter	Moser	Oklahoma
Chris	Murphy	Union College (DIII)
Nate	Oates	Alabama
Ryan	Odom	Utah State
TJ	Otzelberger	Iowa State
Matt	Painter	Purdue
Josh	Pastner	Georgia Tech
Leonard	Perry	Pacific
Richard	Pitino	New Mexico
Steve	Prohm	Murray State
Brett	Reed	Lehigh
Leon	Rice	Boise State
Bob	Richey	Furman
Dave	Richman	North Dakota State
Kelvin	Sampson	Houston
Mark	Schmidt	St. Bonaventure
Bill	Self	Kansas
Todd	Simon	Southern Utah
Tubby	Smith	High Point (retired)
Zach	Spiker	Drexel
Gary	Stewart	Stevenson University (DIII)
Tony	Stubblefield	DePaul
Jerome	Tang	Kansas State
Brette	Tanner	Abilene Christian
Brad	Underwood	Illinois
Drew	Valentine	Loyola Chicago
Chris	Victor	Seattle
Mike	White	Georgia
Roy	Williams	North Carolina (retired)
Jay	Young	Fairfield