

LIVESTRONG

focus

HOPE

Life

Unity

Inspire

HOPE

ATTITUDE
EVER

HOPE
PE
ATTITUDE
EVER

WE BELIEVE IN LIFE. YOUR LIFE.

We believe in living every minute of it with every ounce of your being. And that you must not let cancer take control of it. We believe in energy: channeled and fierce. We believe in focus: getting smart and living strong. Unity is strength. Knowledge is power. Attitude is everything. This is LIVESTRONG. Founded and inspired by Lance Armstrong, one of the toughest cancer survivors on the planet.

It's about the PEOPLE.

THE ORIGINAL SOCIAL NETWORK



Case study : “Face Up To It” UN campaign

GOAL

Exert global grassroots pressure on the United Nations during the UN High-Level Meeting on Non-communicable Diseases.

METHOD

- Educate our grassroots supporters on the issue and make sure they see the connection to cancer
- Collaborate with broad alliance of other NCD organizations to speak with a unified voice
- Help mobilize NCD community as one
- Deliver the NCD community's message in visible, compelling way



WORLD CANCER DAY

+++ 516,727 Individuals have signed already+++ 244 World Cancer Day Events registered

LIVESTRONG®

Take the World Cancer Day Quiz



Help bust cancer myths and raise awareness by sharing the quiz with your friends and family.



1

2

3

4

5

Results

MYTH or FACT: Cancer costs the world's economy more than any other disease.

- ☐ A) MYTH
- ☐ B) FACT

World Cancer Day Quiz

LIVESTRONG®

Open Letter to UN

THIS SEPTEMBER'S HISTORIC UN SUMMIT IS OUR CHANCE TO MAKE CANCER A GLOBAL HEALTH PRIORITY.

HELP US REACH **150,000 SIGNATURES** AND WE'LL HAND DELIVER THEM TO WORLD LEADERS.

SIGN ON

FIRST NAME

LAST NAME

EMAIL

SIGN ON

OUR GOAL

125,240 OUT OF 150,000

READ THE LETTER

Heads of State:

Right now, you have an opportunity to stop the world's worst killers.

Cancer, diabetes, cardiovascular disease and chronic lung illness are responsible for six out of every ten deaths worldwide. Yet non-communicable diseases (NCDs) have never been a global health priority.

For the first time in history, world leaders are coming together to tackle cancer and other NCDs at the UN Summit this September. Your actions at the summit can put the world's worst killers at the top of the global health agenda.

You have the power to save millions of lives.

That's why I'm calling on you to act with the boldness and urgency that this moment demands. But your leadership cannot stop at making a declaration at the UN Summit in New York City. You need to carry this commitment home and put it into action.

I'm calling on you to seize this once-in-a-lifetime opportunity. And when you do, I pledge to fight by your side every step of the way.

Thank you for your commitment.

Barack Obama

Done

Internet (Protected Mode: Off) 100%

Face Up To It

CANCER IS A GLOBAL CRISIS

JOIN LIVESTRONG IN TELLING WORLD LEADERS TO FACE UP TO IT

This September, world leaders are gathering at the UN for a historic summit on cancer and other non-communicable diseases.

This is our chance to make cancer a global health priority. Add your face, and we'll display it at the UN as we call on world leaders to face up to the cancer crisis.

21,320

PEOPLE ARE TELLING WORLD LEADERS TO FACE UP TO IT

Count me in!
Help make NCDs a global priority:

First name

Last name

Your email address

Country

BROWSE MY FILES

PHOTOS MUST BE NO LARGER THAN 1MB

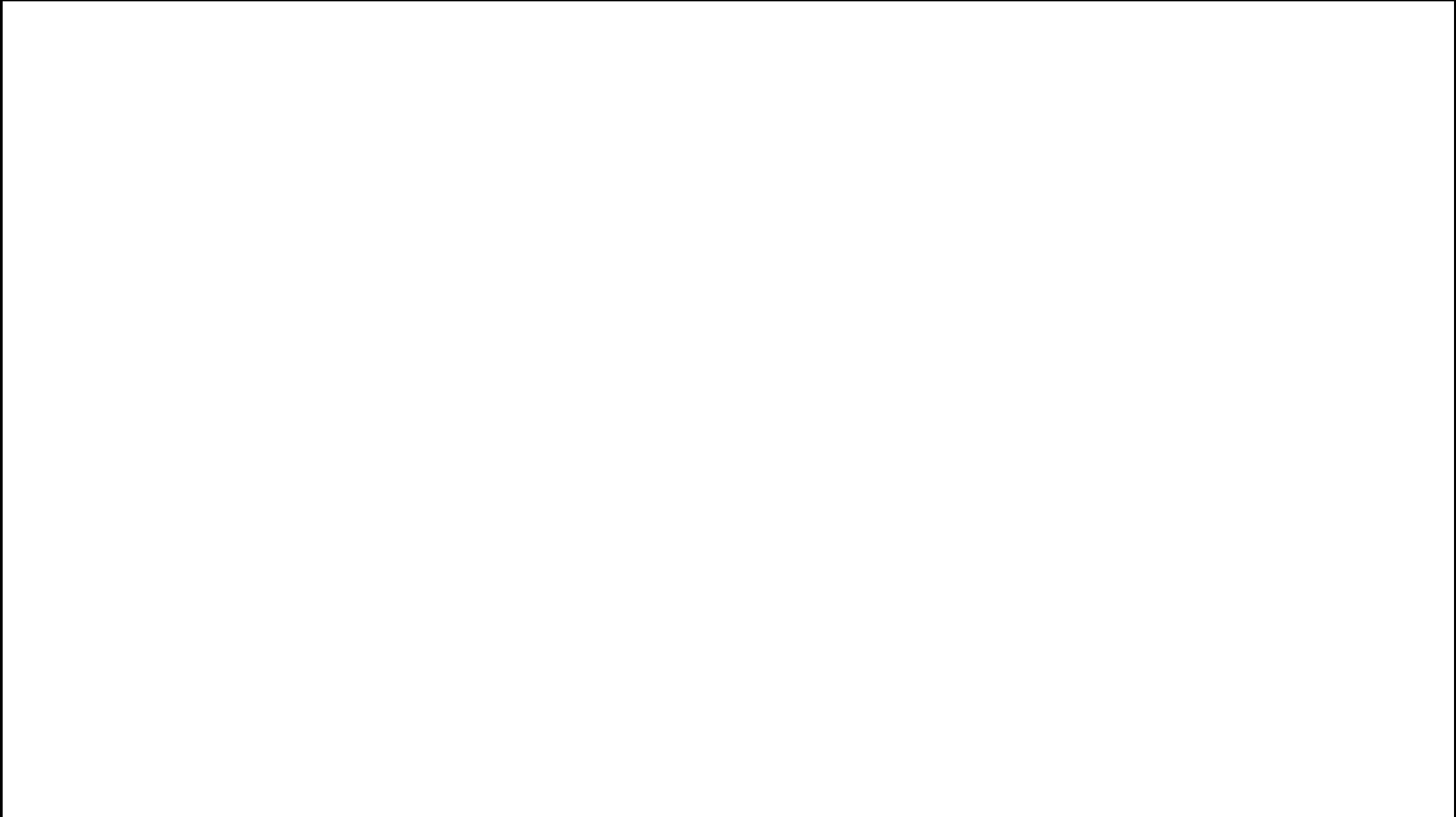
HAVE A FACEBOOK ACCOUNT? [CLICK ON THERE!](#)

THE UN SUMMIT WAS ON SEPTEMBER 19TH

LIVESTRONG



LIVESTRONG®



Face Up to It: Old vs New

Fragmentation vs Cohesion

Institutional vs Personal

Observation vs Participation

Competition vs Collaboration



LIVESTRONG

focus

HOPE

Life



Inspire

ATTITUDE
EVER