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## **The Sarcoma Alliance Announces First Radio PSA Campaign “Sarcoma, A Rare Cancer” to Address Sarcoma Awareness**

**Mill Valley, CA (November 12, 2020)** – The Sarcoma Alliance is pleased to announce the distribution of its first public service announcement “*Sarcoma, A Rare Cancer*” to national radio stations to educate Americans on sarcoma awareness and the mission of the organization.

“The Sarcoma Alliance’s first radio PSA “***Sarcoma, A Rare Cancer***” was conceptualized as thank you letter to our organization. “Sarcoma, A Rare Cancer” echoes the gratitude that we often hear from patients and their families for guiding them during a difficult sarcoma cancer diagnosis.” said Alyssa O’Driscoll, Executive Director of the Sarcoma Alliance. “Sarcomas make up the rare 1% of cancers and patients. Our resources go directly towards educating, supporting, and connecting patients. This year alone, our organization has served more than 10,000 people affected by sarcoma cancer with our programs and services. There is a real need to raise awareness about sarcomas and our organization”.

The PSA is downloadable in English on the Sarcoma Alliance’s website. Also available are longer versions of the PSA script for radio and media organizations.

### **About the Sarcoma Alliance**

The Sarcoma Alliance is a 501(c)(3) nonprofit charitable organization dedicated to serving the needs of sarcoma cancer patients, the rare 1% of all diagnosed cancers through charitable and philanthropic programs. Because of this, our partners’ donations go directly to impacting the lives of those affected by providing support, education, and guidance. Each year, approximately 16,000 new cases and 80 subtypes of cancers are diagnosed in the USA. With our volunteer members and donors, this year our organization served more than 10,000 people affected by sarcoma cancer with our programs, and services. To learn more or donate to the Sarcoma Alliance, visit [www.sarcomaalliance.org](http://www.sarcomaalliance.org), like the Sarcoma Alliance on Facebook [www.http://www.facebook.com/sarcomaalliance](http://www.facebook.com/sarcomaalliance) and follow us on Instagram @SarcomaAlliance.

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