



Think About the Link PSA

TV Script
FINAL
60 seconds

Audio:	Video:
<p>HELLO, I AM ALEJANDRO ESCOVEDO.</p> <p>MUSIC HAS ALWAYS BEEN MY LIFE, BUT THAT WAS ALMOST TAKEN AWAY FROM ME BY HEPATITIS C.</p> <p>THANKFULLY, I RECEIVED TREATMENT AND STOPPED CANCER BEFORE IT STARTED.</p> <p>YES, <i>CANCER</i>.</p> <p>MOST PEOPLE DON'T KNOW THERE'S A LINK BETWEEN CERTAIN VIRUSES AND CANCER.</p> <p>I DIDN'T KNOW. BUT I DO NOW AND SO SHOULD YOU. THAT'S WHY I'VE PARTNERED WITH THE PREVENT CANCER FOUNDATION.</p> <p>THE THREE MOST COMMON VIRUSES linked TO CANCER ARE:</p> <p>HUMAN PAPILLOMAVIRUS, OR HPV, HEPATITIS B, AND HEPATITIS C.</p> <p>EVERY YEAR MORE THAN 27 THOUSAND MEN AND WOMEN ARE</p>	<p>Alejandro sitting on a stool playing guitar</p> <p>Alejandro stops playing for a moment (for dramatic pause)</p> <p>Cut to: Alejandro looking directly into camera</p> <p>Lower-third identification: "Alejandro Escovedo for The Prevent Cancer Foundation®"</p> <p>Alejandro continues to play guitar or music bed.</p> <p>Graphic treatment explains the link. Animation shows lines linking (HPV) bubble and new "cancer bubbles" that introduce cervical cancer, etc.</p>

DIAGNOSED WITH A CANCER
CAUSED BY HPV.

AND UP TO 65% OF ALL LIVER
CANCERS ARE CAUSED BY HEP B OR
C.

THESE CANCERS ARE
PREVENTABLE.

SEE YOUR DOCTOR
TO GET SCREENED AND
GET VACCINATED AGAINST VIRUSES
THAT CAN CAUSE CANCER. IF YOU
NEED TREATMENT GET IT!

FOR MORE INFORMATION VISIT
THINK ABOUT THE LINK DOT ORG.

TOGETHER WE CAN STOP CANCER
BEFORE IT STARTS.

Animation shows lines linking (HEP B)
and (HEP C) bubble and new "cancer
bubble" that's labeled (LIVER).

Get Screened
Get Vaccinated
Get Treated

Think About the Link Logo
Prevent Cancer Foundation Logo

WWW.THINKABOUTTHELINK.ORG

Stop Cancer Before It Starts®!