



Friday, September 2 is STAND UP TO CANCER DAY at the Michigan State Fair!

Fifth Third Bank to donate \$1.00 to SU2C for each guest on Friday!

Novi, MI: The Fifth Third Bank Michigan State Fair, in collaboration with title sponsor Fifth Third Bank, is proud to announce the first annual **Stand Up to Cancer Day, Friday, September 2 at the Suburban Collection Showplace, 46100 Grand River Ave in Novi.** For each guest that attends the Fifth Third Michigan State Fair on Friday, the Bank will donate a dollar to leading edge international cancer research collective, Stand Up to Cancer! The 2016 Michigan State Fair will be open from Thursday, September 1 through Monday, September 5, adding another day of family fun this Labor Day Weekend in Novi! Current event schedule and advance tickets are on sale now at www.MichiganStateFairLLC.com.

Fifth Third Bank is donating \$1 for each person in attendance on Friday September 2nd, to Stand Up To Cancer. Each person will also have the opportunity to double that donation by simply taking out their mobile phone, use any social media platform to post the #How I Fight hashtag, and share how they personally fight cancer in their life ...it's that simple. **For more information about Stand Up to Cancer, please visit www.StandUpToCancer.org**

For the first time in history, we can imagine stopping cancer in its tracks.

Stand Up To Cancer's (SU2C) mission is to raise funds to accelerate the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives now.

"As we all know, Cancer is insidious, pervasive and indiscriminant...often tragic. Virtually all of us are affected by cancer one way or another, either personally or through a loved one," Says **Jack Riley, Senior Vice President of Marketing for Fifth Third Bank**, "There are victories, fortunately...and more on the way each day. I am deeply proud of Fifth Third Bank's association with SU2C, and the role we are playing in helping to defeat cancer, with our support of advanced research through Stand Up To Cancer."

Thus far, Fifth Third Bank has donated more than \$6 million dollars to Stand Up To Cancer research and thanks to collaboration with large events like the Michigan State Fair; they are able to continuously add to that amount. "This is a collaborative effort to fight a common threat that we are very proud of," says **Steve Masters, Executive Director, Michigan State Fair, LLC**, "Fifth Third Bank has done tremendous work to support cancer research through SU2C and we are delighted to be part of their team."

SU2C brings together the best and the brightest researchers in the world, and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention and help more people diagnosed with cancer become long-term survivors. **This is where the end of cancer begins:** when we unite in one movement, unstoppable. The SU2C Live, bi-annual, multi-network television event is Friday, Sept 9, more info at www.StandUpToCancer.org

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