On behalf of everyone at GO2, I want to thank you for airing our PSA in 2024. Thanks to your support, nearly 93 million people are now aware that no one has to go through lung cancer alone; that GO2 is their “go-to.”

Lung cancer is still the number one cancer killer in the United States . . . but it doesn’t have to be. Lung cancer screening with a low-dose CT scan (LDCT) can detect the disease early, when it is most treatable and even curable. But, because lung cancer typically doesn’t show symptoms until it is late stage, the five-year survival rate is only 0-10%. But, if it’s caught early, the survival rate jumps to 68-92%! **Screening is a game changer.**

**Actor and director Tony Goldwyn understands how important a screening can be, so he’s partnered with GO2 for Lung Cancer once again in our new campaign, titled “Screens.”** He shares that he lost his mother to lung cancer when she was only 68 because her disease wasn’t discovered until it was too late. He thinks they would have had many more years together If she was screened and her cancer was diagnosed earlier.

He also emphasizes a lung cancer screening is simple, painless, and fast. The spot shows an actual screening on the “big screen.”

The PSA closes with Tony urging anyone who thinks they might be at risk to discuss getting screened with their doctor. It could save their lives.

Thank you in advance for your continued commitment to share this important message with your audience.

Here’s to a happy and healthy 2025!

Best regards,

Lori Millner
Chief Marketing Officer
GO2 for Lung Cancer