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Atlantic Coast Conference [1]



The American Society of Clinical Oncology (ASCO) has joined forces with the

Atlantic Coast Conference (ACC) to highlight cancer awareness at the ACC Men's Basketball Tournament (March 10-13, 2011) in Greensboro, North Carolina. The campaign focuses on providing information on all types of cancer as well as the latest research.

The tournament game telecasts on the ACC Network included information about cancer and the research being conducted by member schools of the ACC. In addition, educational materials and resources were available to fans at the ACC FanFest and through the official ACC website, theACC.com. Fans were also encouraged to visit Cancer.Net, ASCO's patient website, which provides oncologist-approved information about cancer.



ASCO member William Blackstock, MD, (photo - center), Professor and Chairman of the Department of Radiation Oncology at the Wake Forest University School of Medicine, and Atlantic Coast Conference (ACC) Commissioner John Swofford (photo - right) announced the launch of this new collaboration between ASCO and the ACC during the tournament March 11. This effort is the latest addition to ASCO's Champions Against Cancer initiative, which uses sports-oriented collaborations and platforms to educate and empower people about cancer and their health.

For More Information

[Read the press release announcing the launch of this new collaboration \[2\]](#)

[Visit theACC.com \[3\]](#)

Links:

[1] <http://www.cancer.net/about-us/collaborations/champions-against-cancer/atlantic-coast-conference>

[2]

<https://mail.asco.org/exchweb/bin/redir.asp?URL=http://www.asco.org/ASCOv2/Press%2BCenter/Latest%2BNews%2BReleases>

[3] <http://www.theacc.com/>