



SOUNDS OF HOPE | PROJECT PROSPECTUS

I. INTRODUCTION

Steps For Living's follow-up CD to 'Both Sides of the Coin' is 'Sounds of Hope'. Almost three years in the making, this CD has been strategically targeted as an adolescent/young adult (AYA) consumer advocacy public relations project to build additional awareness for the unique challenges facing adolescents and young adults affected by cancer.

II. ABOUT THE ALBUM

'Sounds of Hope' features 20 original tracks composed exclusively by young adult survivor recording artists of all cancers, genres and experiences - including family, caregivers and advocates. Steps For Living's "Art of Survivorship" campaign has assembled this coalition of talent over the past 36 months. In addition, we have a growing list of additional AYA musicians for a sequel project to be launched at a later date.



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III. ABOUT THE COALITION

Steps For Living's 'Art of Survivorship Coalition' (AOSC) is an organic, grass-roots creative community of like-minded musicians, writers and visual/performing artists from around the country who got busy living when faced with the challenges of cancer, either through their own diagnosis or that of a loved one.

Reflecting diversity in creativity, method and influence, the AOSC shows that no one is really alone in their battle with cancer and everyone has the power to get busy living. In embodying the human factor of the cancer experience, AOSC artists believe that:

- *the arts are essential to living a balanced and fulfilled life.*
- *the arts can be a transformative force through all stages of illness.*
- *by staying connected to things that have meaning in our lives, we all have the power to get busy living.*

AOSC artists are committed to raising awareness for the realities of life after cancer and to making a difference in the lives of those in need.

IV. PLANNED COLLABORATION & JUSTIFICATION

The success of an AYA public relations campaign like this will only work through collaboration, alliance and partnership. Each of the flagship AYA groups – Fertile Hope, Ulman Fund, Planet Cancer, SAM Fund, LifeLab, LAF's YAA, etc... – bring their own individual flavor, resources and expertise to the mix for sales, promotion and distribution. These organizations need more people paying attention to them and a shift in public focus toward the unique challenges for adolescents and young adults affected by cancer.

Since the *Closing The Gap* report came out of the Lance Armstrong Foundations' Young Adult Alliance Progress Review Group, it's time to use the *National Action Plan for Cancer Survivorship's* call to deliver digestible consumer messages.

"Communication with the general public and policy or decision makers about the issues surrounding cancer survivorship aims to create a societal understanding and acceptance of the growing population of cancer survivors and the issues they face."

– The National Action Plan For Cancer Survivorship, page 35



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V. PROJECT FUNDING

This project is extremely inexpensive. A grant of \$7,500 will yield:

- 2,000 albums (ecowallet) – \$4,000
 - packaging and design
 - audio mastering
 - manufacturing costs
- 100 tabloid posters (11"x17") – \$500
- 1,000 promotional postcards (4"x6") – \$500
- 1,000 trifold educational S.O.H. brochures – \$500
- 1 Press Release – \$2,000

NOTE: All Collateral will be co-branded

VI. LAUNCH & DISTRIBUTION

Steps For Living is estimating a release date of **11/01/06**. The consumer action item for all recipients of this album and it's brochure will be self-advocate and learn more about young adult survivorship issues through the various websites of the organizations who are collaborating around this project.

NOTE: Information about the musicians will be available online at StepsForLiving.org

The first 1,500 albums and collateral will be distributed as follows:

- 400 copies – 5 CDs to each of the 20 musicians on the album
- 200 copies – 5 CDs to each of SFL's board and council members and volunteers
- 200 copies – distributed to press and media contacts
- 200 copies – donated to The Wellness Community of Central New Jersey as part of a psychosocial pilot study (*logistics still pending*)
- 500 copies - Retail/Wholesale supply chains (Amazon, Starbucks, CD Baby)

The remaining albums will be distributed equally to all collaborative partners.



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VII. CONSUMER PRICING

RETAIL – \$14.99

WHOLESALE – \$9.50

ARTISTS – \$5.00

ORGANIZATIONAL PARTNERS – COST (~\$2/CD)

VIII. SURVEYING & MONITORING

An educational trifold brochure to be developed through strategic collaboration will accompany each copy of 'Sounds of Hope'. The target audience would be adolescents and young adults between the ages of 16 and 45.

This brochure will contain a perforated 'bounce-back' survey card similar to the one included in the "No Way" book produced by the Ulman Fund. Through collaboration, survey feedback will be assessed to determine efficacy for this unique educational, motivational and inspirational consumer healthcare PR campaign.

IX. LOOKING FORWARD

Based on the success of this collaborative pilot study, Steps For Living continue to seek funding to support a complementary distribution of 'Sounds of Hope' (as an educational, psychosocial support tool) to various cancer groups throughout the country.

The following organizations have expressed an initial interest in serving as a distribution channel for us but no formal alliance has been forged:

The Wellness Community
The Leukemia & Lymphoma Society
The National Coalition For Cancer Survivorship
Teens Living With Cancer
Miracle House
Planet Cancer
The New York LifeLab

The American Society of Clinical Oncology
The Oncology Nursing Society
NYU Medical Center
MD Anderson Cancer Center
Dana Farber Cancer Center
The Cancer Institute of NJ
The Rutgers University Human Genome Institute



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X. CONCLUSION

When a disease transforms from death sentence to chronic condition, this represents a tipping point for social change, fostering the genesis of an entirely new, underserved demographic whose lifestyle and psychographic behaviors hold the key to better serving their unique socioeconomic, political and cultural needs through the balance of their extended lifespan. With respect to cancer control, individuals between the ages of 16 and 45 are one of today's most underserved and misunderstood populations.

'What's next?' is a question that enters the minds of many adolescent and young adult cancer survivors. After treatment, as life begins to reorder itself and adjust into what policy makers now consider a chronic condition, these individuals face unique challenges within their demographic and need to stay informed and become empowered self-advocates making daily conscientious choices to ensure their individual quality-of-life.

This national movement, commonly referred to as cancer survivorship, is gaining increased momentum every year. A need exists to bridge the gap between cancer advocacy and consumer advocacy to deliver digestible consumer messages about health and wellness with regard to cancer education, prevention, early detection, treatment and survivorship care.

Steps For Living's 'Sounds of Hope' public relations campaign is one step toward building that bridge. Music and the arts make social issues real, relevant and tangible. Piggybacking educational messages through this medium is the future of cancer advocacy.

XI. ABOUT STEPS FOR LIVING

Steps For Living, a 501(c)(3) cancer advocacy group, is a clearinghouse of cancer information and human resources. We use music and the performing arts to raise public awareness about the realities of life after cancer; that remission is not a cure, and that when the doctor says, 'You're cured. Go home.', that's not necessarily the end of the story. Our mission to educate and empower survivors to become vigilant informed and empowered self-advocates making daily conscientious choices to ensure their own individual quality-of-life. Through our efforts, we shift public focus, corporate interest and consumer awareness to the issues of cancer survivorship and create lasting change in how the public relates to cancer.

For additional information, visit <http://StepsForLiving.org>.