The AACR Annual Meeting 2017 press program featured the latest in cancer research, including immunotherapy and targeted therapy clinical trials, epidemiology, and basic research drawn from 6,396 accepted abstracts.

**PRESS PROGRAM HIGHLIGHTS**

- **17 PRESS RELEASES** featured during the press program
- **2,165 MEDIA MENTIONS**
- **200 REGISTERED REPORTERS** largest to date

These clinical trials generated significant media coverage:

- Phase III trial final results on tumor treating fields added to standard chemotherapy in newly diagnosed glioblastoma
- Five-year follow-up from the CA209-003 study of nivolumab in advanced non-small cell lung cancer
- Overall survival results from the Phase III CheckMate067 trial of nivolumab and ipilimumab combination in advanced melanoma

**SAMPLE PRESS PROGRAM COVERAGE**

- **The Washington Post** Brain cancer survival improves with novel electrical device, data suggest
- **TIME** Immunotherapy May Treat This Deadly Breast Cancer
- **Forbes** For Bristol-Myers, A Victory And A Mystery
- **ENDPOINTS NEWS** NewLink grabs the AACR spotlight with IDO pathway, Keytruda combo — shares blitzed
- **REUTERS** Bristol-Myers immunotherapy combination extends survival in melanoma
- **AP** A ‘sci-fi’ cancer therapy fights brain tumors, study finds
- **The Scientist** Mutations Linked to Secondary Cancers
- **CNN** Low-dose aspirin can reduce risk of death from cancer, research says
FOUR AACR FACEBOOK LIVE EVENTS

AACR community event, “Progress and Promise Against Cancer,” featured panels of cancer experts and patient advocates

3,247 VIEWS | 93 LIKES | 39 SHARES

Opening Ceremony: Attendees show support for NIH funding

21,436 VIEWS | 565 LIKES | 290 SHARES

Stand Up To Cancer Dream Team and Innovative Research Grant announcement

17,466 VIEWS | 148 LIKES | 290 SHARES

Important science from the AACR Annual Meeting 2017: Panel discussion with AACR President Michael Caligiuri, Annual Meeting Program Chair Kornelia Polyak, and press conference moderators Suzanne Topalian and Louis Weiner

3,713 VIEWS | 45 LIKES | 16 SHARES

LAUNCH OF SNAPCHAT AT AACR ANNUAL MEETING

Nearly 11,000 people viewed posts containing the filter graphic with the Annual Meeting logo

AACR member and social media advocate Emil Lou interviewed winners of the Undergraduate Poster Competition using the AACR Snapchat account

AACR.org  |  Read the AACR’s blog, Cancer Research Catalyst: http://blog.aacr.org  |  Follow the AACR on Twitter: @AACR  |  and Facebook: http://www.facebook.com/aacr.org