
KATIE COURIC, TERRENCE
HOWARD, MINKA KELLY AND
FORMER PHILLY JOHN KRUK
“STAND UP” LIVE FOR SPECIAL
MASTERCARD “PRICELESS” SPOT



Los Angeles, November 6, 2009 - Major League Baseball, MasterCard Worldwide and Stand Up To Cancer (SU2C) joined together for a historic in-stadium and televised event which occurred during Game Three of the 2009 World Series on Saturday, October 31, and incorporated the live crowd inside Citizens Bank Park in Philadelphia into a “Priceless” public awareness spot produced by Stand Up To Cancer Founding Member Laura Ziskin. The spot aired between the start of the second inning and was broadcast live on FOX as well as inside the stadium. Near the conclusion of the 30-second spot – which celebrates the powerful emotions baseball creates – the action turned live to the ballpark, where CBS News anchor Katie Couric, Former Phillies first baseman (and cancer survivor) actors Terrence Howard and Minka Kelly (both of whom lost their mothers to cancer) encouraged the rest of the crowd and the viewing audience to “stand up” to cancer.

TO WATCH THE SPOT, PLEASE FOLLOW THE LINKS PROVIDED HERE:

SU2C WIDGET: <http://bit.ly/25idbo>

YOUTUBE: <http://www.tinyurl.com/SU2CPricelessSpot>

SU2C HD MPEG: URL:

http://mediadownloads.mlb.com/mlbam/2009/10/31/103109_SU2C_720p.mpg

SU2C SD MPEG: URL:

http://mediadownloads.mlb.com/mlbam/2009/10/31/103109_SU2C_480p.mpg

SU2C DVCPRO HD: URL:

http://mediadownloads.mlb.com/mlbam/2009/10/31/103109_SU2C_DVCPROHD.mov

About SU2C:

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders whose lives have been affected by cancer in significant ways. The group includes Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen and Vice President Kathleen Lobb; Laura Ziskin; the Noreen Fraser Foundation and its executive, Noreen Fraser; Rusty Robertson and Sue Schwartz of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren. Both Ziskin and Fraser are cancer survivors. standup2cancer.org ###

Press Contacts:

Tom Chiodo 212-843-8289, tchiodo@rubenstein.com

Sheri Goldberg, 646-723-3800, sgoldberg@id-pr.com

#PR p {margin-top: 0;margin-bottom: 1em;}#PR p.mainstory {line-height: 2em;}#PR h2 {text-align:center;}#PR h3 {margin-bottom: 0;}