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ABC, CBS, NBC Join for Unprecedented Primetime Fight against Cancer

Wednesday, May 28th, 2008

Star-studded fundraiser gets network treatment similar to State of the Union Address

By Brian Frederick



HOLLYWOOD, CA (Hollywood Today) 5/28/08 — Three major networks will join together as one to fight cancer on September 5th at 8:00 p.m. Announcements by the big 3 will hit the coffee talk circuit Wednesday morning. A one hour commercial free special is planned for "Stand Up For Cancer" in hopes of raising money to fight this dreadful disease. The special is to include actors, musicians, and celebrities. The show's producer Laura Ziskin has said when interviewed, "I've found in my dealings with artists and executives that everybody has been affected. A dollar goal has yet to be announced.

The networks have come together in the past during times of major political events as well as natural disasters to raise funds for victims but this is the first time all three original networks have joined together to raise funds for a specific medical concern.

For more details, you can be sure that ABC, CBS, and NBC will promote this heavily until September. "Fox declined to join" Ziskin said, citing other scheduled commitments but will air announcements during the time period." Ziskin a cancer survivor, is also a producer of "Spider-Man 1, 2, 3" and "Pretty Woman."

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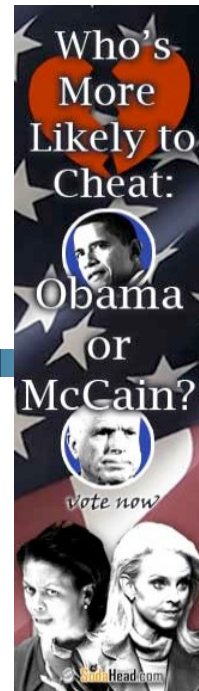
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