On behalf of everyone at GO2, I want to thank you for airing our PSA in 2024. Thanks to your support, nearly 93 million people are now aware that no one has to go through lung cancer alone; that GO2 is their “go-to.”

Lung cancer is the number one cancer killer in the United States, but it doesn’t have to be. Lung cancer screening with a low-dose CT scan (LDCT) can detect the disease early, when it is most treatable and even curable. Unfortunately, because lung cancer typically doesn’t show symptoms until it is late stage, the five-year survival rate is only 0-10%. If caught early, the survival rate jumps to as much as 92%! **Screening is a game changer.**

**Actor and director Tony Goldwyn understands how important a screening can be, so he’s partnered with GO2 for Lung Cancer once again in our new campaign, titled “Screens.”**He shares that he lost his mother to lung cancer when she was only 68 because her disease wasn’t discovered until it was too late. He emphasizes how simple, painless, and fast a lung cancer screening is and urges anyone who thinks they might be at risk for lung cancer to discuss getting screened with their doctor.

Thank you in advance for your continued commitment to share this important message with your audience. It could save many lives.

Here’s to a happy and healthy 2025!

Best regards,

Lori Millner
Chief Marketing Officer
GO2 for Lung Cancer