

BIG FM ASSOCIATES WITH INDIAN CANCER SOCIETY ONCE AGAIN FOR ITS CAMPAIGN 'TOGETHER AGAINST CANCER'

~ Led by RJ Abhilash, the month-long campaign seeks to create awareness and raise funds for those battling cancer during the pandemic ~

National, XX September 2020 – **BIG FM**, one of the leading radio networks in the country, is known to frontline various initiatives that help bring about a positive change in the society. Understanding the impact and influence of the medium, the radio network has once again joined hands with the **Indian Cancer Society** for its campaign **Together Against Cancer**. The month long campaign spearheaded by BIG RJ Abhilash from Mumbai aims to create awareness about the dreadful disease and help raise funds for those suffering from cancer during the current pandemic.

Last year, a phone call from an 8 year old boy had compelled RJ Abhilash to launch a campaign to help fund the treatment of children battling cancer. This year, the Covid-19 pandemic has not only brought millions of lives to a standstill but also created further challenges for those fighting fatal diseases. While discussing the various struggles that the common man faces during his show, RJ Abhilash received a call from a truck driver whose son is battling stomach cancer. The helpless father's plea urged him to initiate a campaign once again that will help the lives of many who are suffering due to lack of treatment and financial help during the current trying times.

This year, taking the campaign a notch higher, joining RJ Abhilash will be RJ Jassi from Delhi, RJ Pradeepa from Bangalore, RJ Grace from Hyderabad, RJ Aaliya from Guwahati, RJ Shaina from Kanpur, RJ Nilanjan from Kolkata and many more from across India. Each RJ will champion the cause from their respective regions and help raise funds while spreading a message of hope and survival.

Speaking about this initiative, **RJ Abhilash said**, *"I am grateful for the support that Mumbaikars gave our campaign last year. This year, the challenges for cancer patients have increased multifold due to the ongoing pandemic. Through our campaign, Together Against Cancer, we hope to help as many fighters as possible by spreading the message and raising funds. I humbly request everyone to come forward and pledge your support as every contribution matters."*

Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM, shared, *"At BIG FM, our aim has always been to use our voice as a tool to make a difference. This campaign is perfectly in line with our positioning of Dhun Badal Ke Toh Dekho, as we provide entertainment with a purpose, bringing about a positive change in the society whilst ensuring tangible outcomes. I firmly believe that change starts from within and we all need to play an active part in it. We are glad to associate with Indian Cancer Society once again in our endeavour to help as many lives as possible. It's time for all of us to do our bit, especially during the current trying times."*

Commenting on the campaign, **Mr. Naveen Kshatriya, Hon. Secretary & Joint. Managing Trustee, spokesperson from the Indian Cancer Society said**, *"We are truly honoured to join hands with BIG FM yet again for such a noble initiative. Last year, we were humbled to see RJ Abhilash's dedication to help the needy and this year the campaign has further gone bigger and wider with many RJs joining in. The pandemic surely has created numerous difficulties for the cancer patients and so with the*

campaign Together Against Cancer we wish to inspire and encourage people to come forward and help in whatever way they can.”

To create further awareness, BIG FM has created a special segment with BIG RJ & Life Coach Dilip, who will throw light on how to help the families of these patients in living a better, happier and healthy life. Many well-known motivational speakers will also be part of the show as special guests. The radio network will also create a mini series of podcasts in an interview format where BIG RJs will interact with renowned personalities who are either cancer survivors or have witnessed a close family member battle the disease. These podcasts will be further amplified across leading audio streaming partner platforms. BIG FM will also culminate the entire campaign with a fund-raising live concert with a leading celebrity which will be hosted on BookMyShow appealing listeners to support the cause.

Together Against Cancer initiative will be extensively promoted on air and across the network’s social media platforms. Listeners can pledge support by logging on to www.bigfmindia.com and donating funds for the cause.

ABOUT BIG FM:

BIG FM, one of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 Crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant, and compelling role in the lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localized content, and credible RJs the brand will play the role of a ‘thought inspirer’ and an agent of positive change in society. The new tag line of ‘Dhun Badal Ke Toh Dekho’ reflects the philosophy that ‘Changing the world for the better starts with changing your thoughts’.

Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favorite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network’s occasion-based programming, CSR Activities, and client integrated campaigns strongly reflect its Dhun Badal KeToh Dekho ethos. The original content-based shows and engaging brand-led campaigns have consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.

ABOUT ICS:

Indian Cancer Society was established in 1951 by Dr. D.J. Jussawalla and Mr. Naval Tata. ICS is India’s largest and oldest non-profit working towards cancer. For almost 70 years, it has worked in the area of awareness, screening & detection, cure, rehabilitation, survivorship, creation of a cancer registry and cancer education across India. The vision of ICS is “To be the beacon of hope against cancer.”