

# RADIO ROUNDUP

a collection of features, oddities,  
and helpful tips



**NORTH AMERICAN  
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188 WORDS, 60 SECONDS

## CHILDREN'S HEALTH

IN THE U-S, ON AVERAGE, FORTY-TWO CHILDREN ARE DIAGNOSED WITH CANCER EVERY DAY—BUT THERE IS GOOD NEWS. THANKS TO DEDICATED RESEARCHERS, MORE CHILDREN THAN EVER SURVIVE THIS DISEASE—THOUGH FOR FAMILIES OF CHILDREN WITH CANCER, THE STAKES ARE STILL TOO HIGH. FORTUNATELY, MAJOR COMPANIES HAVE STEPPED UP TO HELP—AND THIS SEASON YOU CAN TOO—WITH SOME HOLIDAY CHEER AND A DUCK. EVERY YEAR, AFLAC, THE INSURANCE COMPANY WITH THE BOISTEROUS WHITE DUCK, PRODUCES A HOLIDAY VERSION OF ITS FEATHERY MASCOT AND SELLS THEM AT PARTICIPATING MACY'S AND AFLAC-DUCK-PRINTS--DOT--COM. WHEN YOU BUY ONE, THE COMPANY DONATES ONE HUNDRED PERCENT OF THE NET PROCEEDS TO THE CLOSEST PARTICIPATING CHILDREN'S CANCER HOSPITAL, SO YOUR GIFT STAYS CLOSE TO HOME. IT'S PART OF THE NATIONAL DUCKPRINTS CAMPAIGN TO RAISE AWARENESS AND TO REACH THE GOAL OF SURPASSING A HUNDRED MILLION DOLLARS BY 2015. IF YOU POST ON FACEBOOK OR TWEET USING THE HASHTAG DUCKPRINTS, AFLAC WILL DONATE ANOTHER TWO DOLLARS TO THE AFLAC CANCER CENTER. THIS HOLIDAY SEASON, YOU CAN PUT A FEATHER IN YOUR CAP WITH A GIFT THAT GIVES BACK. A HOLIDAY DUCK.