

“Survivor’s” 16-year Collaboration With Stand Up To Cancer Crosses The \$2 Million Mark For Cancer Research

Fans Donated for a Chance to Win Tickets to This Wednesday’s Live “Survivor 50” Finale, Generating \$160,000 in Donations to Support SU2C.

June 4, 2026 By Stand Up To Cancer

In Honor of “Survivor’s” Milestone 50th Season, Toyota Will Also Donate \$50,000 to SU2C During the Live Finale

A 16-year collaboration between CBS’ SURVIVOR and Stand Up To Cancer (SU2C) has crossed the \$2-million mark for cancer research. The milestone was reached after fans of the Emmy-winning hit had the opportunity to donate for a chance to win a pair of coveted tickets to the SURVIVOR 50 finale with Charitybuzz, generating \$160,000 in donations to support SU2C. The SURVIVOR 50 finale airs Wednesday, May 20 (8:00-11:00 PM, ET/PT) on the CBS Television Network, and streaming on Paramount+ (live and on-demand for Paramount+ Premium plan subscribers, or on-demand for Paramount+ Essential subscribers the day after the episode airs)*.

In honor of SURVIVOR’s landmark 50th season, Toyota will also make a \$50,000 donation to SU2C during the live finale.

SU2C co-founder Katie Couric said, “SURVIVOR has been with Stand Up To Cancer for 16 years, raising more than \$2 million for our life-saving research. With the help of the show and its deeply devoted fans, many more people will be ‘survivors’ of cancer, and SU2C can’t thank you enough.”

Since 2010, SURVIVOR and CBS have supported SU2C through a long-standing collaboration that has included fundraising team challenges, a 5K mud run, auctions, co-branded merchandise and other fundraising initiatives. In addition, since 2012, SU2C has been the beneficiary of 22 SURVIVOR season-finale auctions, with 100% of the net proceeds supporting cancer research. The auctions have featured iconic show memorabilia, including limited-edition items signed by host

and executive producer Jeff Probst.

The collaboration has also been strengthened by SURVIVOR alumni with personal connections to the cause. Ethan Zohn, a Hodgkin's lymphoma survivor and winner of SURVIVOR: AFRICA, became an SU2C ambassador and participated in the organization's 2010 telecast and awareness campaigns. SURVIVOR: MILLENNIALS VS. GEN X winner Adam Klein, whose mother passed away from lung cancer, partnered with SU2C and CBS for lung cancer research during his season's live finale, contributing to a campaign that ultimately raised more than \$360,000.

SURVIVOR 50, which premiered Feb. 25, has been a celebration of legacy, strategy and audience impact where the viewers have played a pivotal role in the evolution of this groundbreaking game. For the first time ever, the game was "In the Hands of the Fans." Twenty-four legendary castaways, selected from 49 unforgettable seasons, returned to face surprise twists, high-stakes challenges and fan-driven decisions that shaped the game. Among the key elements fans voted on were "Idols or No Idols" and "Final Four Fire Making: Keep It or Lose It."

The castaways have faced a season to remember from the moment they stepped on the beach, with the same goal: to claim the title of Sole Survivor and be awarded the grand prize of \$2 million. SURVIVOR is hosted by five-time Emmy winner Jeff Probst.

*Paramount+ Premium subscribers will have access to stream live via the live feed of their local CBS affiliate on the service, as well as on demand. Paramount+ Essential subscribers will not have the option to stream live, but will have access to on-demand the day after the episode airs.

Click [here](#) for photos

[This press release](#) was originally published January 8, 2026, by Stand Up To Cancer.

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<http://beta.docker.cancerhealth.com/article/survivors-16year-collaboration-stand-cancer-crosses-2-million-mark-cancer-research>