Watch Rosario Dawson Urge: “Let’s Go Further, Together” for Cancer Research

Actress Rosario Dawson joins American Airlines and Stand Up To Cancer to support cancer research fundraising. Here’s how to contribute.

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American Airlines, in collaboration with Stand Up To Cancer (SU2C), is launching its annual campaign to raise funds for innovative and life-saving cancer research and is inviting customers to contribute. The campaign kicked off with a powerful new public service announcement featuring actress, film producer and SU2C celebrity ambassador Rosario Dawson.

WATCH: “Let’s go further, together” PSA starring Rosario Dawson for Stand Up To Cancer, American Airlines

From now through Sept. 30, customers will receive 25 AAdvantage bonus miles for every dollar they donate of $25 or more to Stand Up To Cancer.

Additionally, anyone who uses their AAdvantage Mastercard credit card to contribute between $25 and $10,000 will receive 50 AAdvantage bonus miles per dollar through Sept. 30, or until $3 million has been donated, whichever comes first. To donate, customers can visit SU2C.org/AA.

“Cancer affects countless lives, including many of our own team members and their loved ones. Our eight-year partnership with Stand Up To Cancer has become an important part of our airline. It truly allows us to live out our purpose of caring for people on life’s journey while supporting Stand Up’s vital mission of advancing life-saving research,” said Ron DeFeo, American’s Chief Communications and Marketing Officer.

Since joining forces in 2016, American has raised more than $20 million through fundraising efforts to benefit SU2C. In 2019, American debuted a campaign that allowed those who donated the chance to honor a loved one by including their name on an Airbus A321 aircraft wrapped in a special SU2C livery.

This year, to further highlight the campaign and give customers an opportunity to support the campaign’s important cause, American will launch a limited-edition specialty amenity kit design created in collaboration with sustainable fashion brand Raven + Lily.

The new Flagship First Class and Flagship Business Class kits feature the SU2C yellow, orange and red colors, along with Raven + Lily's recognizable zig-zag trim, while the Premium Economy kit features the SU2C yellow. The limited-edition kits will feature new skincare brands and offerings. Customers can scan a QR code within the kits to easily donate to the campaign. The SU2C specialty kits will take flight later this year. This kit marks American's second limited-edition amenity kit since the airline launched a new amenity kit program earlier this year.

"Cancer is a terrible thing to face alone. That's why Stand Up To Cancer is proud to join American Airlines to highlight the incredible stories of how showing up can mean so much during a cancer journey," said Rusty Robertson, Co-Founder of SU2C. "We thank Rosario Dawson for lending her voice to this campaign, as well as American Airlines and its customers, whose generous donations are putting essential funding into the hands of the top minds in science working tirelessly to accelerate the research and save lives now."

SU2C brings together the best and the brightest in the cancer community to help new therapies move from the laboratory to the patient quickly. By galvanizing the entertainment community, SU2C creates awareness and educates the public on cancer prevention, diagnosis and treatment and raises funds to support these efforts.

"I am one of the millions of people who have a loved one that's been touched by cancer. This year, 2 million people will be diagnosed — that's one person every 15 seconds. I'm hoping that when people watch this PSA, they will be encouraged to learn more, join us and rise to the challenge," said Rosario Dawson, a SU2C ambassador. "With the help of donors like you, we are making incredible strides. Together, we could see the end of cancer as we know it."

Learn more about the 2024 fundraising campaign and how to donate at SU2C.org/AA.

About Stand Up To Cancer

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C is a 501(c)(3) charitable organization and was initially launched as a division of the Entertainment Industry Foundation. Established in 2008 by media and entertainment leaders, SU2C utilizes these communities' resources to engage the public in supporting a new, collaborative model of cancer research, to increase awareness about cancer prevention, and to highlight progress being made in the fight against the disease. As of April 2024, more than 3,100 scientists representing more than 210 institutions are involved in SU2C-funded research projects.

As SU2C's scientific partner, the American Association for Cancer Research (AACR) and a Scientific Advisory Committee, led by William G. Nelson, M.D., Ph.D., conduct rigorous competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and provide expert review of research progress.

Current members of the SU2C Founders and Advisors Committee (FAC) include Katie Couric,

Sherry Lansing, Kathleen Lobb, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Pamela Oas Williams, and Ellen Ziffren. The late Laura Ziskin and the late Noreen Fraser are also co-founders. Julian Adams, Ph.D., serves as SU2C's president and CEO.

For more information visit StandUpToCancer.org, Instagram, TikTok, Twitter, Facebook, and YouTube.

About American Airlines Group

To Care for People on Life's Journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American @AmericanAir and at Facebook.com/AmericanAirlines.

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