



MEDIA TOOLKIT

THANK YOU FOR TAKING PART IN THIS CAMPAIGN

A lot of time and talent has been donated to this campaign. Quite simply, “The Mark of Life” doesn’t happen without the generosity of tattoo artists like yourself. Thank you again.

ON NOVEMBER 10, OUR CAMPAIGN WILL BE GOING LIVE. WE’D BE SO GRATEFUL IF YOU COULD POST THAT YOU’RE PARTICIPATING IN IT.

We’ve provided some suggested posts and included links to download to assets.

However, this is a cause that has touched so many of us in a variety of ways. Please feel free to tailor the copy we’ve provided to include as little or as many personal details in your posts as you prefer.

We also welcome any other custom content you’d like to post in support of the campaign.

I'M OFFERING A

Mark ^f Life

TATTOO

Presented By

FUCKCANCER

"The Mark of Life" campaign is partnering with tattoo artists across the country to provide cancer survivors free tattoos to redefine their radiation marks.



Visit **TheMarkOfLife.com** to get a tattoo of your own or to donate.

Tattoo artists can also learn more about partnering with us and are still invited to join.

Tattoos may be provided free of charge at the discretion of participating tattoo artists and may be donated by the individual artists, depending upon availability.

CAMPAIGN PARTNER ANNOUNCEMENT

IG STORY / TIKTOK ([Link to asset](#))

Image Copy:

I'M OFFERING "THE MARK OF LIFE" TATTOO.
Presented by Fuck Cancer.

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[tag @letsfcancer and #themarkoflife]

*Website, themarkoflife.com, should be hyperlinked.

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CAMPAIGN PARTNER ANNOUNCEMENT

IN-FEED POST ([Link to asset](#))

Image Copy:

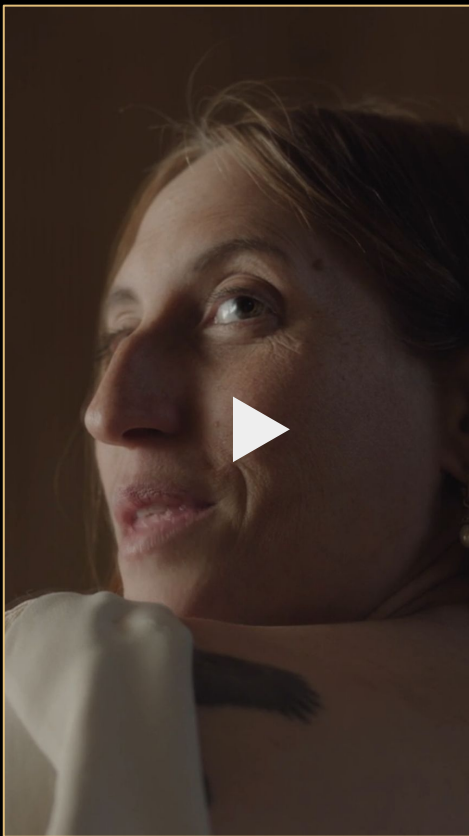
I'M OFFERING "THE MARK OF LIFE" TATTOO.
Presented by Fuck Cancer.

Caption Copy:

Some cancer survivors get a small, circular tattoo during external beam radiation therapy. These tattoos are part of potentially life-saving measures, but they can be a painful reminder of cancer itself. So Fuck Cancer is partnering with tattoo artists like me from across the country to transform radiation marks into symbols of inspiration.

Visit themarkoflife.com to find a tattoo artist near you or to donate. Tattoo artists can also learn more about partnering with us and are still invited to join.

[tag @letsfcancer and #themarkoflife]



RE-SHARING CAMPAIGN LAUNCH VIDEO

SUGGESTED COPY (IG STORY):

The marks that cancer gives some survivors can now be given new meaning. Visit themarkoflife.com to find a tattoo artist near you or to donate.

**Website should be hyperlinked.*

SUGGESTED COPY (IN-FEED CAPTION – IG/TIKTOK):

Cancer gives you a lot of things you didn't ask for, including even a tattoo; a radiation mark. But that mark can be more than a reminder of your illness. You can reclaim it, redesign it, redefine it. Visit themarkoflife.com to find a tattoo artist near you or to donate.

[tag @letsfcancer and #themarkoflife]

ONCE YOU'VE COMPLETED YOUR TATTOO...

Please share it using #TheMarkofLife and tag @letsfcancer.

We'd love to reshare them.
And we'll be putting together an online gallery on themarkoflife.com.

THANK YOU, & FUCANCER