

*****Embargoed until Monday 4 February 2019, 00.01 (your time zone)*****

Global Superstar Musicians Pledge Support On World Cancer Day

[View the video here](#)

Monday 4 February 2019 – World Cancer Day: Leading musicians have come together for this World Cancer Day – a global awareness raising initiative by the Union for International Cancer Control - joining the global campaign to boost public health awareness and action against cancer. In a bold, emotional and inspiring video montage marking the day, artists including Grammy winner **Alessia Cara** and TIME 100 Most Influential People of 2018 honouree **Shawn Mendes**, as well as luminary **will.i.am**, Billboard’s Hot 100 chart topper **Halsey**, singer, songwriter and actress **Sabrina Carpenter** and Chinese-Canadian superstar **Kris Wu** share their support and commitment. Cancer survivors **Taboo**, rapper and member of Black Eyed Peas, and the visionary **Nile Rodgers** also participate alongside Puerto Rico’s record breaker **Luis Fonsi**, whose long-time friend and former publicist was diagnosed with breast cancer.

World Cancer Day’s 2019-2021 campaign theme is ‘**I Am and I Will**’, an empowering call for personal commitment and action taken now to reduce the growing burden of cancer. Kicking off the first year of the new campaign, artists from around the world took the opportunity to show their support by committing to inspire action in their own lives and the lives of those around them.

Getting behind the ‘I Am and I Will’ campaign theme, artists committed to use their voice to raise awareness, make healthier lifestyle choices, champion the doctors and nurses making a difference, support cancer patients and survivors and fight for a cancer-free world.

Posing the question, “Who are you and what will you do?”, the artists challenge viewers to do something to make a difference this World Cancer Day.

Speaking on World Cancer day, **Alessia Cara** said: “I am committed to making healthier lifestyle choices in support of World Cancer Day and I encourage everyone to keep themselves and their loved ones informed on how they can lead super fulfilled and healthy lives.”

Sharing his support, **will.i.am** added: “This World Cancer Day, I will use my voice to raise awareness and my influence to make change. We all have the power to reduce the impact of cancer, so this 4th February, I will join the fight against cancer – please join us.”

Full list of artists showing their support for World Cancer Day 2019:

- Alessia Cara
- Astrid S
- Halsey

- Jax Jones
- Jonas Blue
- Kris Wu
- Luis Fonsi
- Maggie Rogers
- Nile Rodgers
- Sabrina Carpenter
- Shawn Mendes
- Taboo
- will.i.am

The Union for International Cancer Control's (UICC) World Cancer Day campaign is supported by Maitland/AMO and UMGB (Universal Music Group & Brands), who collaborated closely with the featured artists to create the videos in support of the UICC campaign.

-ENDS-

Notes to Editors

About World Cancer Day 2019

World Cancer Day takes place every year on 4 February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of preventable deaths each year by raising awareness and improving education about the disease alongside calling on governments and individuals across the world to take action.

2019 will be the first year of the new three-year campaign, 'I Am and I Will'. The new theme is an empowering call to action, urging for personal commitment and represents the power of our actions taken now to reduce the growing impact of cancer.

This year follows on the back of last year's tremendous campaign success, including nearly 1,000 activities taking place in 130 countries, over 14,000 press mentions, and over half a million tweets, and more than 50 governments participating in 2018.

For more information, please visit: www.worldcancerday.org

About World Cancer Day activities and grassroots events

Local and international associations around the world are coming together to hold events dedicated to raising awareness and education about cancer, including free cancer screenings, fundraisers, awareness walks and runs, and public seminars. For more information about specific events, please visit: www.worldcancerday.org/map

About the Union for International Cancer Control (UICC)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has over 1,100 members in 170 countries, enjoys consultative status with the United Nations (ECOSOC) and has official relations with the following institutions: WHO, IARC, IAEA, UNODC. UICC has over 50 partners, including

associations working to fight cancer, as well as companies and foundations. UICC is a founding member of the NCD Alliance, McCabe Centre, ICCP and City Cancer Challenge.

UICC's mission is to unite and support the cancer community to reduce the global cancer burden, to promote greater equality and to ensure that the cancer control continues to be a priority in the world health and development agenda. Its main areas of activity focus on convening the world's leaders for innovative, wide-reaching, cancer-control events and initiatives; building capacity to meet regional needs; and developing awareness campaigns.

For more information, please visit: www.uicc.org

About Maitland/AMO

Maitland/AMO is Europe's leading financial, corporate & political communications consultancy. Renowned for our insightful advice, rigorous research, wide-ranging influence and superb execution, we advise many of the world's largest organisations at critical moments. We are experts in the workings of financial markets, the media, governments and regulators. Our ability to influence outcomes is based on decades of experience at the highest level and we work tirelessly to build our clients' reputations over months and years. Maitland/AMO is a Vivendi company. Find out more at: <https://www.maitland.co.uk/>

About UMGB (Universal Music Group & Brands)

Part of Universal Music Group, the world leader in music-based entertainment, UMGB is a specialist unit that helps brand partners define and implement their voice in both music and culture. With offices in more than 70 countries worldwide, UMGB works with brands across all industry segments – partnering with Universal Music's roster of 4000+ musicians and cultural influencers to bring to life memorable creative and media campaigns. <http://www.universalmusic.com>.

About Sound Bites

Universal Music Group's International Content Team's social content creator, publisher and media brand, Sound Bites creates content for UMG's unrivalled global artist roster.