



Campaign for Cures, a national voter education initiative led by Research!America and partner organizations, will elevate the health and economic impact of medical research and innovation in the national conversation during election season. Through strategic grassroots activities, communications initiatives and partnerships with preeminent voter education groups, the campaign will raise awareness about the importance of sustaining medical progress and galvanize research advocates to ensure their voices are prominent on the campaign trail.

Finding cures is a top priority for Americans, and it should be part of the national conversation during the 2016 election cycle.

As with our previous award-winning voter education initiatives, we will ask candidates questions about where they place medical innovation in their list of priorities and what actions they will take to champion medical progress. A majority of Americans (74%) say it is important to know whether candidates for Congress are supportive of scientific and medical research, according to polling commissioned by Research!America. We encourage candidates to share their views with voters and provide statements to post on our website for national exposure.

For more than two decades, Research!America's public opinion polls have shown that a majority of Americans support U.S. leadership and investment in medical and health research. Candidates running for office need to know how important medical progress is to this generation and the next.

With the support of partners, other elements of the campaign will include:

- ✓ Social media strategies with the official hashtag: **#Campaign4Cures**
- ✓ Campaign blog
- ✓ Public opinion polls
- ✓ Videos featuring patients and researchers
- ✓ On-the-ground events in key battleground states
- ✓ Infographics on key research issues
- ✓ Comprehensive calendar with information about upcoming town halls and debates, along with resources to submit questions to candidates
- ✓ A pledge to engage with candidates
- ✓ Print and online ads
- ✓ Targeted Op-Eds and Letters to the Editor

Pledge to join the Campaign for Cures and ensure your voice is heard!

www.campaignforcures.org