

THE TOLEDO CLINIC CANCER CENTERS



GOAL

The Toledo Clinic Cancer Centers wanted to raise awareness of this generous donation, while helping to educate the public on the services of the cancer centers. The Toledo Clinic also wanted to promote the new therapies and offerings available to patients in Northwest Ohio, allowing them to get cutting-edge care without having to travel far from home.

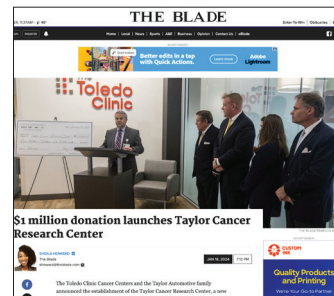
STRATEGY

The Thread team provided public relations, community relations and event planning and management for a press conference and check presentation. Members from the three local broadcast news networks were in attendance, as well as reporters from The Toledo Blade and other community publications.

The Toledo Clinic Cancer Centers

The Toledo Clinic Cancer Centers offers cutting-edge treatment and therapies for patients in Northwest Ohio. With two locations to conveniently serve patients, including a state-of-the-art facility in Maumee, the Cancer Centers also provide imaging, laboratory, specialized pharmacy, and IV services in addition to a wide variety of support services for patients and families. In

January of 2024, the Taylor Automotive Family made a \$1 million donation to the Cancer Centers to create the "Taylor Cancer Research Center", a not-for profit clinic research program to benefit all cancer patients in Northwest Ohio.



RESULT

The media coverage reached **1.9M+ people**, with an advertising value equivalency of **\$20,000**.

To learn how Thread can help you connect simply, contact **Jim Rush** at 419.345.6789 or jim@threadgroup.com.