

CONTACT:

Scott Carroll
NewTek
210-370-8166
scarroll@newtek.com

Torin Roher
Brand Definition
503-621-2675
torin@brand-definition.com

American Cancer Society Delivers Lifesaving Messages with NewTek TriCaster®**—Facebook Live Stream Reaches Quarter of a Million Viewers During Fundraising Event—**

San Antonio, TX, January 17, 2017— Since 1913, the American Cancer Society (ACS) has been focused on using the latest technologies, not only in the research laboratory, but also in how it communicates lifesaving information to the public. Equipped with NewTek’s TriCaster® 8000 multi-camera video production system and TalkShow® VS 100 Skype for broadcast solution, ACS not only produces and broadcasts wellness and lifesaving programming from its in-house studio, it’s also positioned to cost-effectively live-stream content from events both nationwide and worldwide.

Relay For Life is ACS’s signature fundraising event that takes place at over 5,000 separate venues in 20 countries around the world. Kicking off last year’s event at the Mall of America in Minneapolis, the ACS media staff was not only able to live-stream the kickoff ceremony, it was able to take advantage of the TriCaster 8000 with Advanced Edition software to stream the event directly to Facebook Live and reap its largest viewing audience ever: 250,000 unique views and over 1.2 million total impressions.

“The results were remarkable,” said Andy Huff, senior director of Multimedia Services at ACS. “We were able to tell our story, live, to our largest audience ever using a portable, cost-effective solution that didn’t exist just a few years ago. That’s extraordinary. It’s proven to be a pretty remarkable piece of technology.”

“The cost-efficiencies and high-quality production capabilities of TriCaster allow the American Cancer Society to reach more people while preserving their financial resources for more important endeavors like helping people fight this horrible disease,” said, Dr. Andrew Cross, president and CTO for NewTek. “Implementations like ACS’s Relay For Life going direct to Facebook Live to reach a record audience is a perfect example of TriCaster’s capabilities and impact.”

For the full stories see:

- [American Cancer Society Delivers Lifesaving Messages with Multi-Camera Video](#)
- [American Cancer Society Reaches 250,000 Viewers on Facebook Live](#)

To give to the American Cancer Society, go to: <https://donate3.cancer.org/>

About NewTek

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, Web-based talk shows, live entertainment, classrooms, and corporate communications, to virtually any place people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses faster than ever before.

Clients include: New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), the National Aeronautics and Space Administration (NASA), and more than 80% of the U.S. Fortune 100.

NewTek is privately owned and based in San Antonio, Texas. For more information on NewTek please visit: www.newtek.com, [Twitter](#), [YouTube](#), [Flickr](#) or connect with us on [Facebook](#).

###

- TriCaster, TalkShow, 3Play, and LightWave 3D are registered trademarks of NewTek, Inc.
- NDI, MediaDS, Media Distribution System, LightWave, ProTek, and Broadcast Minds are trademarks and/or service marks of NewTek, Inc.
- All other products or brand names mentioned are trademarks or registered trademarks of their respective holders.