



NETFLIX

TREATMENT REBOOT

MAKING WHAT'S DECADES-OLD IN
CHILDREN'S CANCER CARE NEW AGAIN.

SUMMARY

TREATMENT REBOOT is a partnership between CureSearch For Children's Cancer and Netflix that leverages our culture's current obsession with 1990s nostalgia to draw attention to the decades-old childhood cancer treatment still in use today—and raise funding to improve it. Throughout the month of September (Childhood Cancer Awareness Month) Netflix users will be asked to donate 90¢ before they can watch the '90s content they love.

Because reliving those times is fun for almost everyone but the kids' who live it every day.

INSIGHT

Most of the **current** standard treatments for childhood cancer were approved in the **1990s**. These antiquated forms of care often lead to **detrimental** long-term effects—two out of three **children** who survive cancer develop at least **one** chronic health condition. CureSearch is on a **mission** to fund the strongest research projects to **improve** treatments, but, relying entirely on the **support** of companies and individuals is a **challenge**.

Funding for '90s era TV show and movie **reboots**, however, is in no short supply. Interest in revisiting and remaking '90s content is at an **all-time high**¹. Thanks to streaming services, **programming** like “Friends” continues to garner **new viewers**². And Netflix has already begun bringing **classic** shows such as “Sabrina The Teenage Witch” and “Full House” into the **new decade**.

So what if the next big '90s reboot wasn't entertainment,
but a massive technological leap in
childhood cancer treatment instead?

¹<https://www.insidehook.com/article/movies/millennials-are-taking-over-hollywood-and-theyre-bringing-the-90s-with-them>

²<https://www.vulture.com/2016/03/20-somethings-streaming-friends-c-v-r.html>



SOLUTION

By working with Netflix (and leveraging their 61 million US subscribers³), we can easily support CureSearch's research-funding efforts, establish a compatible corporate partnership and raise public awareness about the need for improved childhood cancer treatment.

44% of Netflix's US subscribers are people 25 to 44 years old⁴—an ideal demographic for CureSearch because they're the most nostalgic for '90s content, considered to be emerging decision-makers in the workplace, and conscious about supporting purpose-driven brands⁵.

If just 10% of these roughly 27 million individuals made a one-time, 90¢ donation, we'd surpass CureSearch's \$2 million funding goal in just one month.

And Netflix's subscriber model makes that transaction frictionless because each users' payment information is already saved. Our one-click donation will live on their homepage alongside the '90s content and reboots already supported through the service.

So just by watching what they love, people can make a big difference in a child's life.

³<https://www.statista.com/statistics/250934/quarterly-number-of-netflix-streaming-subscribers-worldwide/>

⁴<https://izeyodiase.com/netflix-user-demographics-comparing-behavior-and-characteristics/>

⁵<https://www.forbes.com/sites/forrester/2018/05/23/millennials-call-for-values-driven-companies-but-theyre-not-the-only-ones-interested/#52a66ad45464>

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Home TV Shows Movies Latest My List

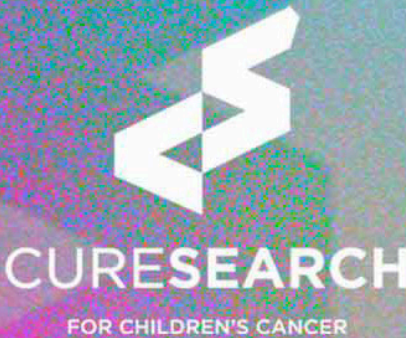
N SERIES

TREATMENT REBOOT

Making what's decades old in children's cancer care new again.

▶ Donate

ⓘ More Info



Give Back with These Throwbacks



HOW IT WORKS



LAUNCH Throughout September, we'll take over the Netflix homepage and direct users to stream all of the service's '90s era and rebooted content—while also explaining the reason behind our 90¢ donation.

N SERIES

TREATMENT REBOOT

\$2 Million Goal: 17% Raised

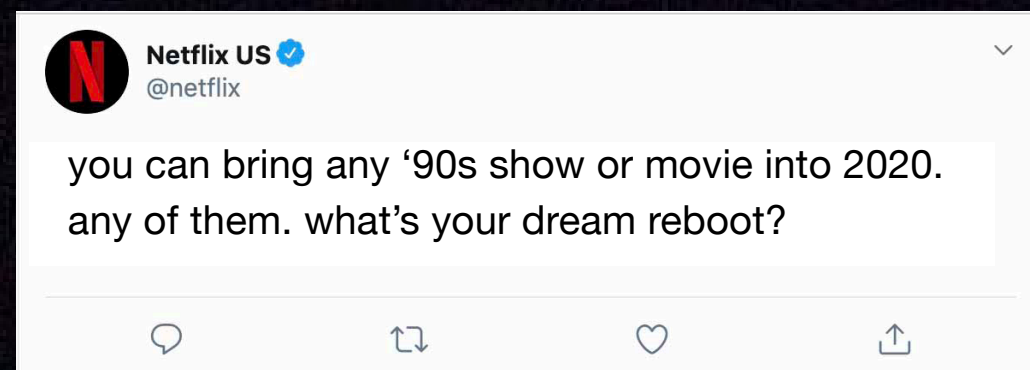
Your '90s favorites? They're going to cost you an extra 90¢. It's a small price to pay to help our friends at CureSearch get childhood cancer treatment out of the 1990s and into 2020. The more you stream, the more lives we can save.

▶ DONATE

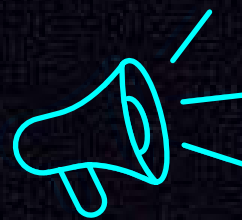
+ SHARE



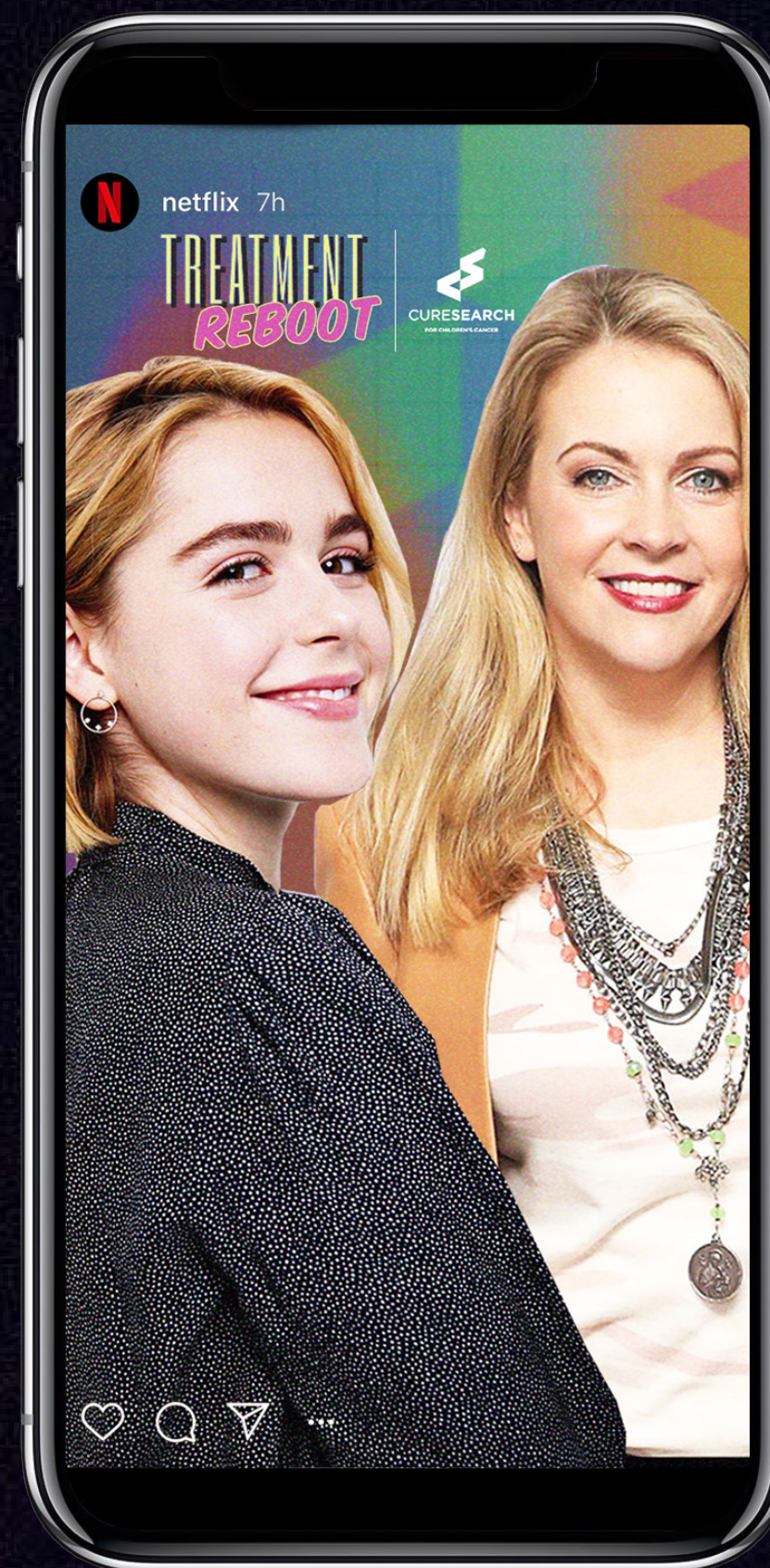
TEASER Leading up to September, Netflix will spark their fanbase's interest with questions about their ideal '90s reboots.



REVEAL On September 1, Netflix will reveal their partnership with CureSearch and encourage subscribers to start streaming '90s content.



HYPE Netflix will share IGTV videos featuring castmembers from original and rebooted versions of popular '90s shows (like "Sabrina The Teenage Witch's" Melissa Joan Hart and Kiernan Shipka). They'll encourage viewers to make the 90¢ donation by streaming their shows throughout September and talk about the big difference this small gesture will make.



IMPACT Once our fundraising goal has been met, Netflix and CureSearch will thank those who contributed by posting a photo of some of the children benefiting from the donations.

