



NEWS RELEASE

Mastercard and Jonas Brothers To Debut Music Video In Support of Stand Up To Cancer

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Mastercard's new campaign features "I Can't Lose" video to rally, honor and inspire people to share how they
#StandUpWithMastercard

PURCHASE, N.Y.--(BUSINESS WIRE)-- Today, Mastercard builds on 15 years of support for **Stand Up To Cancer**® (SU2C) by launching a new initiative in partnership with the global pop superstars, Jonas Brothers. Through the unifying power of music, Mastercard and the Jonas Brothers are honoring the inspiring ways people stand up to cancer every day. By using your Mastercard to help support cancer research and sharing how you stand up on social, Mastercard is inviting everyone to join the movement to make a difference.

Mastercard partners with the Jonas Brothers to launch new initiative in support of Stand Up
To Cancer

Now through August 22nd,
Mastercard will donate one cent,
up to \$5 million dollars, to Stand

Up To Cancer when cardholders tap or order online with their Mastercard at qualifying restaurants and grocery stores - giving consumers an easy way to turn everyday purchases into something powerful*.

To kick off the collaboration, Mastercard **surprised** Jonas Brothers superfans and their loved ones impacted by cancer with a once-in-a-lifetime experience. What began as an invitation to share their stories became a powerful moment of celebration and connection - culminating in an intimate moment with the Jonas Brothers and the debut performance of "I Can't Lose," the brands brand-new single dropping later today off their upcoming album Greetings from Your Hometown.

“Mastercard is committed to bringing people closer to what they love and supporting Priceless causes,” said Rustom Dastoor, EVP of Marketing and Communications for the Americas, Mastercard. “Our partnership with the Jonas Brothers is more than just creating a unifying anthem to raise awareness for a cause; it’s about inspiring cardholders to join us in supporting Stand Up To Cancer. When we come together, we know that we can make a difference.”

The fans’ heartwarming reactions and inspiring journeys are captured in a new music video, which marks the official debut of the song and serves as the anthem for Mastercard’s campaign. A special airing of the video will debut during tonight’s 2025 MLB All-Star Game Presented by Mastercard on FOX following SU2C’s Placard Moment™. Immediately after, the full music video will be available on Mastercard’s **YouTube** and **Instagram**. Fans and supporters are encouraged to tune in to Mastercard’s social channels (@Mastercard) to watch and share how they #StandUpWithMastercard, showing the world how everyone, everywhere, can help make a difference.

“Cancer has impacted so many people all over the world. Teaming up with Mastercard to uplift fans who’ve found hope and healing in our music means so much to us,” said the Jonas Brothers. “‘I Can’t Lose’ is a song we hope can carry different meanings for everyone who hears it and, for those who need it, a reminder of their own strength.”

Through a 15-year collaboration, Mastercard has donated more than \$75 million to Stand Up To Cancer in support of their mission to eliminate the disease. To learn more about the campaign and how to get involved, please visit mastercard.com/SU2C.

“At Stand Up To Cancer, we believe in the power of community, storytelling, and shared purpose,” said Rusty Robertson, SU2C co-founder. “This collaboration with Mastercard and the Jonas Brothers captures all of that—it celebrates the resilience of those impacted by cancer and gives people an easy, meaningful way to take action. We’re honored to be part of a campaign that turns everyday moments into life-changing support for cancer research.”

* Applies to eligible purchases made with US issued Mastercard cards used at qualifying restaurants or grocery stores (as defined by the applicable Mastercard Merchant Category Code). Valid through 8/22/24 at 11:59pm ET or when US\$5M donation max is reached, whichever comes first. Debit PIN, International transactions and transactions processed on a non-Mastercard operated network are ineligible. See full terms at mastercard.com/SU2C. Stand Up To Cancer is 501(c)(3) charitable organization.

ABOUT MASTERCARD

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we’re building a sustainable economy where everyone can prosper. We support a wide range of

digital payments choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential.

www.mastercard.com

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