World Cancer Day 2017 Support through Sport social media campaign launched

Language Undefined

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Get ready, World Cancer Day is less than 50 days away. Whether you're spreading the word on social media or organising a fundraiser with friends and colleagues, this year the campaign invites everyone to show support trough sport.

A truly global event taking place every year on 4 February, World Cancer Day campaign – led by the Union for International Cancer Control (UICC) – unites the world's population in the fight against cancer.

With this World Cancer Day falling on a weekend, the campaign is harnessing the power of sportspeople, clubs, teams and organisations to create greater visibility, involvement and support on the Day.

World Cancer Day campaign encourages participation at every level – from professional to amateur and from big to small – so get out there and team up with your local club, team or sport event to fight cancer together.

One of the best ways to show support is by joining the Support through Sport [1]social media campaign. The campaign asks everyone to simply take a ball, frisbee, bat, racket, sweatband, mouthguard or any other sporting connection, write #WeCanICan on it, take a group picture with the hashtag and share it as widely as possible on Facebook, Instagram and Twitter along with #WorldCancerDay and #WeCanICan.

There are also plenty of other ways to get involved on World Cancer Day. Take a look at the World Cancer Day Map of Impact (worldcancerday.org/impact [2]) for inspiration.

For more on how to support the fight against cancer on World Cancer Day, visit the campaign website via the link below.

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Category - News: World Days
Related Link: World Cancer Day website [3]
Teaser Image:

Square Image:

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Links
[1] http://www.worldcancerday.org/SupportThroughSport
[2] http://www.worldcancerday.org/
[3] http://worldcancerday.org