

#PLAYINPURPLE



Avner PANCREATIC CANCER FOUNDATION

# #PlayinPurple for pancreatic cancer



The **#PlayinPurple 2020** campaign aims to raise awareness and funds for **pancreatic cancer**.

Not many people know pancreatic cancer claims virtually the same amount of lives as breast cancer, and has a 5-year survival rate of only 10.7%. Despite these shocking statistics, pancreatic cancer receives little or no government funding and is **on track to be the 3rd biggest cancer killer in 2020**.

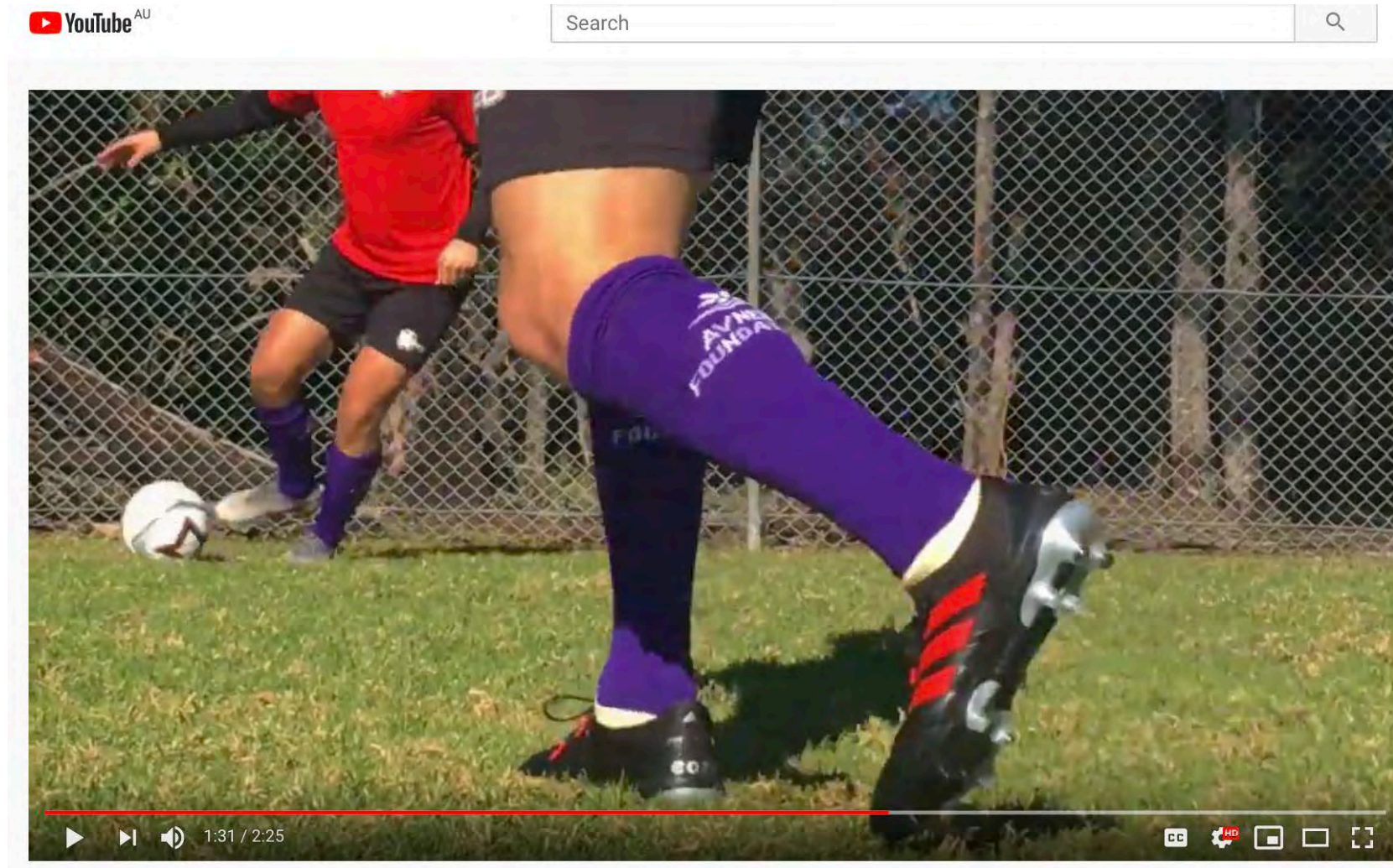
Over the past 3 years **football clubs around Australia have supported the campaign** and it is now gaining momentum to become a truly national initiative.

The campaign is a wonderful opportunity to increase club, player and community engagement, while supporting an important national cause with profits being channeled into critical medical research & patient support.

We hope your associations can take part in **#PlayinPurple in 2020** to help making this the most successful year to date.



# #PlayinPurple – The campaign explained



Click on the image or link to play the 2020 promo video on YouTube:

[https://  
www.youtube.com/  
watch?v=3qo-YjsdAc4](https://www.youtube.com/watch?v=3qo-YjsdAc4)

# #PlayinPurple – How does it work?

On one weekend of the regular season, grassroots football clubs and associations Australia wide get behind the campaign and play their round in purple socks to raise awareness for pancreatic cancer.

The clubs and associations are provided #PlayinPurple packs containing simple but effective key messages, flyers and posters that educate and allow everyone to easily get involved.

The high-quality purple socks are available in three sizes and easily purchased online, being delivered clubs nationwide.

[Visit the online store](#) to buy Purple Socks.

The campaign is launched in July with socks ordered online in time to reach clubs for their #PlayinPurple round in September on the weekend of **September 5/6, 12/13 or 19/20** which ever best suits the individual club.

Clubs & teams are encouraged to share photos on social media, with tips and ideas included in the #PlayinPurple pack.



# #PlayinPurple – Everyone can play for a great cause!



# #PlayinPurple - What clubs are saying



“As a community club we were so proud to get involved in such a worthwhile campaign and charity. I was overwhelmed by the support all the players and teams of the club contributed to the #PlayinPurple campaign. This is a great initiative to single out the awareness of pancreatic cancer for the Avner Foundation” **Lee Hay, Director – Men’s Football Gladesville Ravens**

“Participating in the PlayinPurple fundraiser was an experience to cherish. The display of sportsmanship and solidarity between players donning the purple socks was amazing. I encourage more soccer players to jump on board with this great initiative”

**Anthony Mustica, Under 21 – 1, FC Five Dock**

“I believe raising awareness is just the beginning and I hope other clubs will join us in supporting this cause. Your participation in wearing purple socks will help raise money to increase resources and continue the research”

**Orlando Triulcio, Inter Lion FC**



# #PlayinPurple coverage across the nation



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Isabella DiManno with Putney Rangers players Jean Claude DiManno, Stephen Pascoe, Oliver Wenderski, and Taylor Carrad. Picture: DAVID SWIFT

LOCAL SPORT

**SEAFORTH F.C. 2019 ANNUAL REPORT**

The Purple Socks for Pancreatic Cancer campaign grew across Australia this year and we are proud to announce that out of every club that participated nation-wide, Seaforth FC was the biggest contributor with 582 pairs of Purple Socks purchased and worn passionately on the field. The Avner Pancreatic Cancer Foundation said, "This is an exceptional effort by a single club, and we are incredibly grateful to Seaforth Football Club and their members for this support, and for getting behind such an important cause".

Avner Pancreatic Cancer Foundation April 10, 2018

Are you involved with a community sporting club and would like your team to wear purple socks for one weekend in June to raise awareness about #pancreaticcancer? Then you need to know about the #PurpleSocks campaign! For more information or to sign-up your club, follow the link below: <http://www.avnersfoundation.org.au/.../going-purple-for-pancr...> #goingpurpleforpancreatic #shootingforagoal #avnerfoundation #makingurvivalpossible

Avner Pancreatic Cancer Foundation Charity Organization

1,673 People Reached 106 Engagements

Send Message Boost Post

7 Shares

FOOTBALL NSW NEW YEAR SPECIALS

HOME NEWS COMPETITIONS ASSOCIATIONS CLUBS PLAYERS COACHES REFEREES SCHOOLS

**PLAYING IN PURPLE FOR PANCREATIC CANCER** LATEST NEWS

Leader Community

Change your socks for Pancreatic Cancer

John Veage Community

FORWARD

Purple socks: The Como Jemal 11B girls team showed their support for Pancreatic Cancer research for the weekend photo: John Veage

Since its inception in 2015, the 'Purple Socks' Campaign for Pancreatic Cancer has grown into a nation-wide initiative with participation by over 3000 players and three sporting codes across Australia.

Sutherland Shire sports clubs are leading the way in supporting the campaign by sheer number of clubs participating with the Como Janmai 9a and 11B girls wearing the socks in their games on Saturday.

Avner Pancreatic Cancer Foundation shared an album. July 25, 2018

A great big thank you to Ryde Panthers Football Club who painted the football field purple over the weekend! Players from all different levels and age groups pulled on their #PurpleSocks and took to the field to promote community awareness and support for #PancreaticCancer research. Congratulations on your #AwesomeCommunitySpirit!

Ryde Panthers Football Club added 46 new photos to the album: RDP goes PURPLE! — with Danielle Bennett and 9 others. Jul 23, 2018

Like Page

# #PlayinPurple – Support is easy !

State and regional associations and governing bodies have a wonderful opportunity to help their clubs increase player and community engagement while supporting a great cause - awareness for pancreatic cancer.

This is a low touch/high impact, high reward initiative for everyone involved and the Avner Foundation would appreciate support by:

- Publishing a #PlayinPurple article on your website & link in a newsletter, encouraging participation
- Publishing specific #PlayinPurple social media posts on Facebook & Instagram (see our participation pack)
- Providing your logo (as endorsement) for use on webpage and promotional assets
- Endorsing the 2020 #PlayinPurple campaign to the clubs you work with

**Clubs in NSW and WA will have a chance to secure free Sydney FC and Perth Glory tickets in the 2021 season. Both A League teams have confirmed their support this year.**





# #PlayinPurple – Campaign details!



Time frame	Activity
August	Avner Foundation creates #PlayinPurple website, creative assets, articles for clubs & associations
August	Webpage/online shop live - marketing launches to clubs & associations A league teams to distribute message
24 August	Sock orders for clubs close
First 3 weekends in September	#PlayinPurple: fields & pitches around Australia are turned purple for pancreatic cancer.



## Each and every football club around Australia will have access to:

- A #PlayinPurple pack with key messages, downloadable assets, social media guide
- Quick & easy online sock ordering using a proven national supplier
- Sock delivery to a centralised location (clubhouse or address of choice)

# #PlayinPurple - About the Avner Foundation



The Avner Pancreatic Cancer Foundation is the only charity in Australia exclusively dedicated to pancreatic cancer.

Our mission is to dramatically increase survival rates and quality of life for Australians impacted by the disease.

We have invested over \$7.6 million across 28 research projects at universities and institutions, funding some of Australia's top research talent.

We unite the nation against the disease to make an impact through awareness raising and community engagement events and initiatives.

[www.avnersfoundation.org.au](http://www.avnersfoundation.org.au)  
[www.avnersfoundation.org.au/take-action/purple-socks/](http://www.avnersfoundation.org.au/take-action/purple-socks/)





# **#PLAYINPURPLE**

**for pancreatic cancer**

## **2020 Participation Pack for teams, clubs & associations**

- **2019 Football NSW article**
- **Email copy for distribution by clubs to their teams**
- **Key messages**
- **Social media guide**
- **Social media assets**



# PLAYING IN PURPLE FOR PANCREATIC CANCER



Since its inception in 2015 the 'Going Purple' Campaign for Pancreatic Cancer has truly 'gone' places.

Not many people know that Pancreatic Cancer kills virtually the same amount of people each year as Breast Cancer, but has a 5 year survival rate of only 8.7%.

The Avner Pancreatic Cancer Foundation is the only charity in Australia exclusively dedicated to Pancreatic Cancer, with a mission to dramatically improve the low survival rates for the disease.

They do this across the nation with the help of passionate supporters, like governor Isabella Di Manno.

Two things that Isabella Di Manno is passionate about are: Football and making a difference! It's this vital combination that fueled the start of the Purple Socks campaign, aimed at raising awareness and much needed funds for Pancreatic Cancer research for the Avner Foundation.

"Life can pass some tough obstacles at you, and it is all about how you can manoeuvre your way about them and follow your goal to make a difference" Ms Di Manno said. Isabella began the Purple Socks campaign in 2015 when her fiancé's mother was battling the disease, and has seen it grow from 300 participants to over 3000 nationally in 2018.

"This is the 5th year that the campaign has been running, and continues to grow from strength to strength, empowering so many people who have been personally affected by the disease, and those close to them. With the 5 year survival rate at only 8.7%, we need to keep being the voice of difference to improve outcomes of this terrible disease in the future" she states.

The Avner purple football socks are \$15 per pair and the funds raised will go directly into Pancreatic Cancer research.

This campaign has seen so many amazing clubs nurture this and make it a social event for their members, increasing engagement across the club for an important cause.

A supporting social media campaign with the hashtags #playinpurple for #pancreaticcancer will also be activated. It's all about working together to make a difference and drive positive change.

All socks can be purchased online from the e-Commerce shop: [www.fcw.com.au/shop-product/avner-foundation-socks/](http://www.fcw.com.au/shop-product/avner-foundation-socks/)

For more information please contact: [info@avnersfoundation.org.au](mailto:info@avnersfoundation.org.au) or visit the Avner Pancreatic Cancer Foundation website



# #PLAYINPURPLE

for pancreatic cancer

## Social Media Guide 2020

Social Media is a great way to show the other teams, supporters, club management and community what you are doing about supporting a great cause.

**#playinpurple #pancreaticcancer @avnersfoundation**

We have included some examples of social media posts and messages, but feel free to create your own with the hashtags above and use any other messages to promote your club in a positive way.

Avner Pancreatic Cancer Foundation  
June 10, 2015 · 🌐

Media coverage of the #GoingPurpleforPancreaticCancer initiative of Isabella's! Fantastic for awareness!  
<http://www.parramattasun.com.au/.../waratah-waratahs-hit-a-.../>



PARRAMATTASUN.COM.AU  
**Waratah Waratahs hit a purple patch**  
Wenty Waratahs Soccer Club changed things on the weekend by adding

Boost Post

David Price, Heather Marasco and 16 others · 2 Comments 9 Shares

Like Comment Share


Avner Pancreatic Cancer Foundation added a new photo.  
June 8, 2015 · 🌐




Post team shots, action shots or fun shots showing your teams #playinpurple

Tag in the club and even your association and favourite A league team so they know about your efforts.

Avner Pancreatic Cancer Foundation added a new photo.  
June 8, 2015 · 🌐



Boost Post

David Price, Frigcorp and 3 others · 1 Comment

Like Comment Share



avnersfoundation

avnersfoundation Fantastic shot of one of Enfield FC's players  
#GoingPurpleforPancreatic by wearing purple Avner socks.

A huge thank you to Isabella, one of our wonderful governors, who came up with the idea and made it happen.

Thank you Enfield FC for your help in drawing awareness to Pancreatic Cancer and for raising funds for research.

#GoingPurpleforPancreatic Cancer  
#PancreaticCancerAwareness  
#SpotlightonPC

Liked by rolfeffoundation and 11 others

JUNE 28, 2017

Add a comment...



# #PlayinPurple for pancreatic cancer

Dear Coaches and Managers,

I am introducing the **#PlayinPurple 2020** campaign to you, which aims to raise awareness and funds for pancreatic cancer. Not many people know that pancreatic cancer claims virtually the same amount of people as breast cancer, and has a 5 year survival rate of only 10.7%.

Isabella Di Manno started the “*Purple Socks*” campaign in 2015 when her fiancé’s mother was battling the disease, and has seen it grow from 300 participants to over 3500 nationally in 2019. “This is the 5th year that the campaign has been running, and continues to grow from strength to strength. It’s amazing to see the participation, from players of all ages passionately getting involved. With the 5-year survival rate at only 10.7%, we need to keep being the voice of difference to improve outcomes of this terrible disease in the future” she said.

Our club sees this as a wonderful opportunity to increase player and community engagement, while supporting an important cause and we would like as many teams as possible to get involved in the **#PlayinPurple round of Sept 5/6, 12/13 or 19/20** and support **#pancreaticcancer** awareness by wearing purple socks.

This year, **Sydney FC & Perth Glory** are offering **free match day tickets** for next season to clubs with high participation, and we would love to be able to present some of our teams with tickets, so we encourage all teams to get involved!

## Key information:

- #PlayinPurple raises awareness and critical funds for pancreatic cancer research
- Purple Socks come in 3 sizes and will be delivered to your club's nominated address, so order in teams
- The 2020 initiative is supported by **A-League clubs Sydney FC and Perth Glory**
- Share photos on social media using **@avnersfoundation #playinpurple #pancreaticcancer** and tag in your A-League team
- Order your Purple Socks as soon as possible to avoid disappointment
- Purple Socks can be ordered on the online store here:  
<https://fcw.com.au/shop-product/avner-foundation-socks/>

More information, a club participation pack and support can be found on the Avner Foundation website: <https://www.avnersfoundation.org.au/take-action/playinpurple/>

Thank you,  
Your Club President.

**Key messages:**

#PlayinPurple for #pancreaticcancer this September and help support @avnersfoundation make a difference

**Example social media post copy** (Facebook and Instagram)

This year (*insert your club name*) is supporting #pancreaticcancer research as we ask our teams to support @AvnersFoundation and #PlayinPurple for pancreatic cancer in September. This important campaign is a wonderful opportunity to increase player and community engagement, while supporting an important cause affecting an increasing amount of Australians. Coaches, managers and parents can order socks on this link: <https://fcw.com.au/shop-product/avner-foundation-socks/>

#PlayinPurple is supported by @SydneyFC @PerthGlory and free tickets in 2021 are on offer for clubs with high participation! Dates for (*insert your club name*) are September 5/6, 12/13 or 19/20. Thanks for your support



# #PLAYINPURPLE

for pancreatic cancer







