

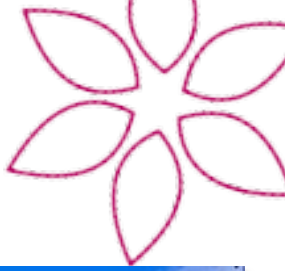


#PLAYINPURPLE



The Australian Pancreatic
Cancer Foundation

#PlayinPurple



"The magic of this campaign is the enthusiasm and engagement created between players, clubs and the community, all uniting for a very important cause, pancreatic cancer awareness"



#PlayinPurple

How does the campaign work?

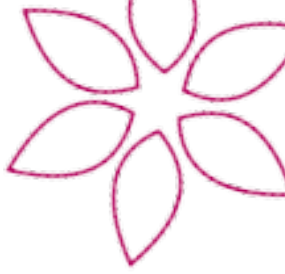
On one weekend of the regular season grassroots football clubs and associations Australia wide get behind the campaign and play their round in purple socks to raise awareness for pancreatic cancer.

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

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

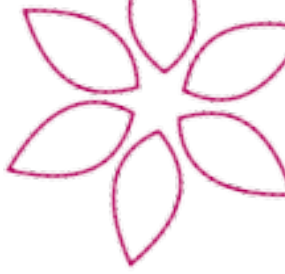
The campaign is launched in late-March with socks ordered online in time to reach clubs for their **#PlayinPurple** round in June. The most suitable weekend to **#PlayinPurple** is chosen by the individual club.

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



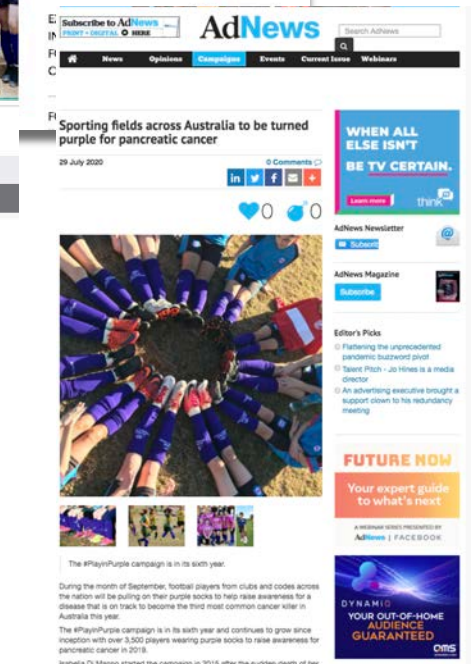
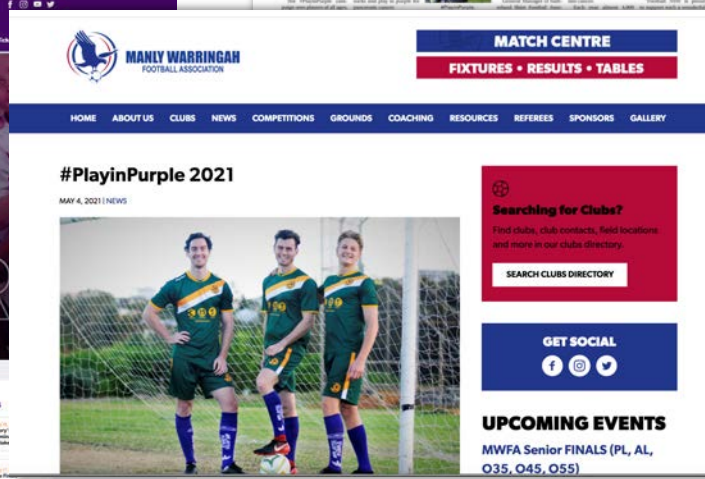
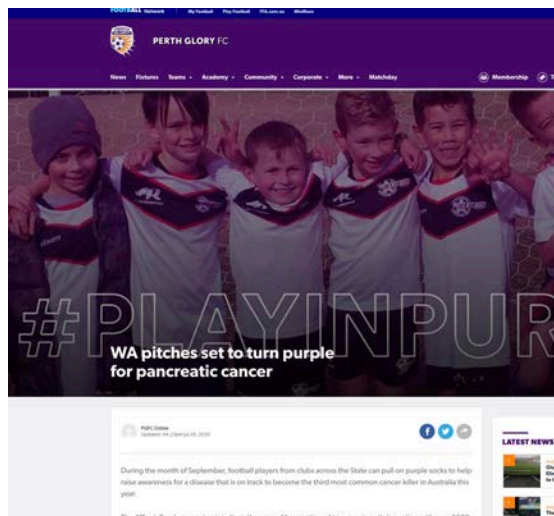
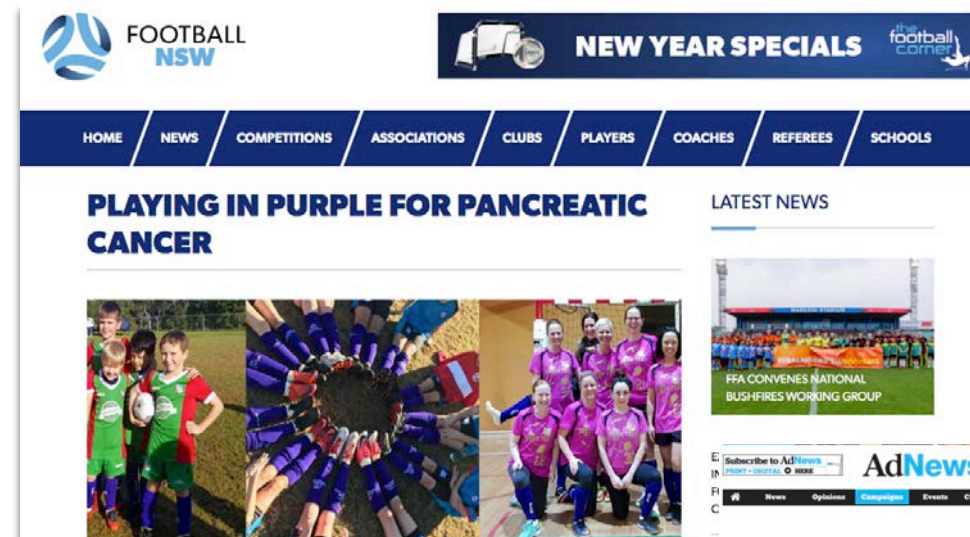
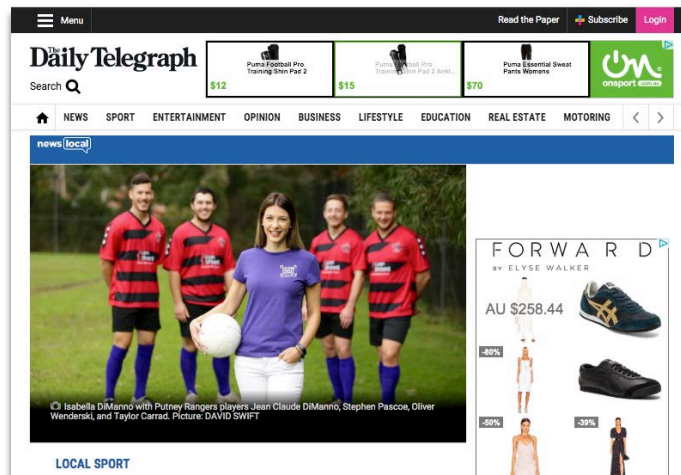
#PlayinPurple

Embraced universally by players of all ages,
genders & geographies



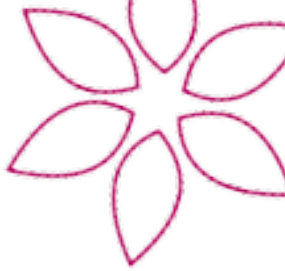
#PlayinPurple

Media coverage across the nation



#PlayinPurple

Club profile – Lilli Pilli FC



“A highlight for us is the positive spirit we’ve felt across so many grounds across our district as we played in purple socks.

At our home grounds the positive buzz was tremendous, particularly amongst our MiniRoos who went to great lengths to embrace purple (paint on their face as well as ribbons and colour in their hair). Everyone was really happy to make a positive contribution to a great cause.

We know pancreatic cancer is a dreadful disease and if we can help bring greater attention to pancreatic cancer and encourage other football clubs to do the same, we’re thankful.”

Greg Storey
Lilli Pilli FC president



#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 PanKind” **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

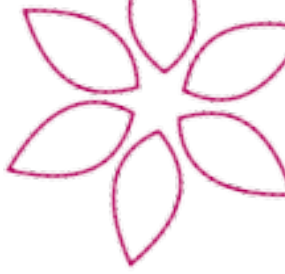
“I believe raising awareness is just the beginning and I hope other clubs will join us in supporting this cause. Your participation in wearing purple socks will help raise money to increase resources and continue the research”

Orlando Triulcio, Inter Lion FC



#PlayinPurple

Supported organisations and clubs

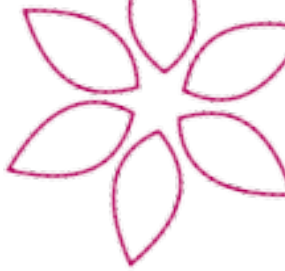


- Each year the campaign grows across Australia exponentially. In 2021, the campaign grew over 50% to 13, 700 participants through the support of state and regional associations, governing bodies, as well as **high profile A League clubs Perth Glory, WSW and Sydney FC**, for a truly national footprint.
- Association support, as well as club officials and parents, are at the heart of the campaign's success and for their support each year, we are eternally grateful.
- We ask state bodies, associations and clubs to participate and endorse #PlayinPurple & help turn football fields purple for pancreatic cancer Australia wide

Thanks to our 2021 partners:



#PlayinPurple – 2022 Timeline



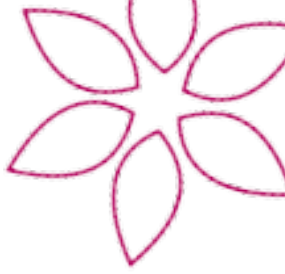
Time frame	Activity
December/January	PanKind reaches out associations & state bodies
January/February	PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations. Shares “ Save the Date ”
Early April	Web page/online shop live and the campaign launches. Clubs & associations share pre-created messages and images via email, website and social media. Clubs choose their weekend and ask their teams to get involved.
20 May	Sock orders for clubs close
Last 3 weekends in June	#PlayinPurple: football fields around Australia are turned purple for pancreatic cancer – June 18/19, June 25/26 or July 3/4

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 PanKind & pancreatic cancer



PanKind, The Australian Pancreatic Cancer Foundation is exclusively dedicated to pancreatic cancer.

Our mission is to dramatically increase survival rates and quality of life for Australians impacted by the disease, which is on track to be the 3rd biggest cancer killer in 2020.

Pancreatic cancer has a 11.5% survival rate that compares to prostate and breast cancer with survival rates above 90%.

PanKind has invested over \$10 million of cutting-edge medical research at universities and institutions, funding some of Australia's top research talent to find a cure.

We unite the nation against the disease to make a greater impact through awareness raising, community engagement events, patient advocacy and investment in research.

www.pankind.org.au

