

#PLAYINPURPLE



The Australian Pancreatic
Cancer Foundation

#PlayinPurple 2022



Click on the image or link to play the 2022 promo video on YouTube:

[**CLICK TO PLAY**](#)

#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, and delivered nationwide with Australia Post.

The campaign is launched in mid-February with socks ordered online in time to reach clubs for their **#PlayinPurple** round in July on a weekend that best suits the individual club.

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



#PlayinPurple

Embraced universally by players of all ages, genders & geographies



#PlayinPurple Media coverage across the nation



The Daily Telegraph website screenshot shows a news article titled "Purple Socks" with a sub-headline "Puma Football Pro Training Shirt Pac 2". The article features a photo of Isabella DiManno with Putney Rangers players. The text mentions the campaign's goal to raise awareness about pancreatic cancer.

Avner Pancreatic Cancer Foundation website screenshot from April 10, 2018. The article is titled "Playing in Purple for Pancreatic Cancer" and includes a photo of a group of children in soccer uniforms. The text encourages community sporting clubs to wear purple socks.

Football NSW website screenshot featuring a "NEW YEAR SPECIALS" banner and a navigation menu with categories like HOME, NEWS, COMPETITIONS, ASSOCIATIONS, CLUBS, PLAYERS, COACHES, REFEREES, and SCHOOLS. The main headline is "PLAYING IN PURPLE FOR PANCREATIC CANCER" with a photo of children in purple socks.

Facebook post from Avner Pancreatic Cancer Foundation dated July 25, 2018. The post thanks Ryde Panthers Football Club for painting their field purple and mentions that players from various levels and age groups participated in the #PurpleSocks campaign.

Seaforth F.C. 2019 Annual Report screenshot. The report highlights the Purple Socks for Pancreatic Cancer campaign, stating that Seaforth FC was the biggest contributor with 582 pairs of socks purchased and worn on the field.

Leader Community website screenshot with the headline "Change your socks for Pancreatic Cancer". The article, by John Waage, includes a photo of a soccer team in purple socks and discusses the campaign's impact.

Perth Glory FC website screenshot featuring a large "#PLAYINPURPLE" graphic and the headline "WA pitches set to turn purple for pancreatic cancer". The article mentions that WA pitches are set to turn purple for the campaign.

Newspaper article screenshot titled "Purple sock play" under the "SPORT" section. The article features a photo of soccer players in purple socks and discusses the nationwide campaign to raise awareness for pancreatic cancer.

Website screenshot showing various health-related advertisements, including "WHEN ALL ELSE ISN'T BE TV CERTAIN", "FUTURE NOW", and "PanKind".



#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 by high profile organisations



- In 2021, the campaign grew over 50% to almost 14,000 participants, with the support of state and regional associations, governing bodies, as well as **high profile A League clubs Perth Glory & Sydney FC**, for a truly national footprint.
- Communications will reach thousands of club officials, coaches and parents of juniors through targeted social media, eDm, newsletters with users being directed to a dedicated #PlayinPurple website to purchase socks.

Thank you to our 2022 supporters and partners :



#PlayinPurple – Campaign details!



Time frame	Activity
December	PanKind reaches out to associations & A- League clubs
February	PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations
6 April	Webpage/online shop live - marketing launches to clubs & associations. ORDER HERE
24 June	Sock orders for clubs close
#PlayinPurple Weekends in July 23/24 & 30/31	#PlayinPurple: football fields around Australia are turned purple for pancreatic cancer.

ORDER PURPLE SOCKS FOR YOUR TEAM

CLICK TO ORDER



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

- A #PlayinPurple **Participation Pack** with key messages, downloadable assets & posters, social media guide
- Quick & easy online sock ordering using a proven national supplier
- Sock delivery to your address
- Support from our team via email playinpurple@pankind.org.au

#PlayinPurple - About PanKind & pancreatic cancer



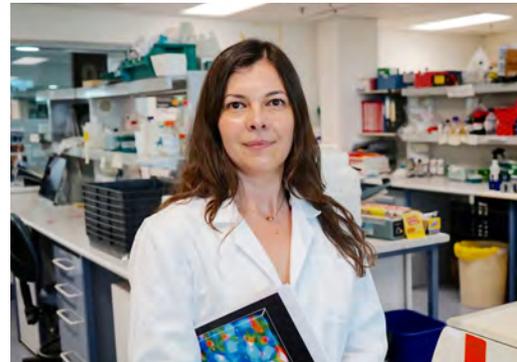
PanKind, The Australian Pancreatic Cancer Foundation is exclusively dedicated to pancreatic cancer.

Our mission is to triple the pancreatic cancer survival rate by 2030 and dramatically improve the quality of life for Australians impacted by the disease.

Pancreatic cancer has a 11.5% survival rate and is Australia's 3rd biggest cancer killer.

PanKind has invested over \$11 million across 42 research projects 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



1. 2022 Football NSW article
2. Key messages. Letter to clubs to share via for email & website, social media copy
3. Social media guide
4. Key artwork (images, edm banners, social tiles)
5. Campaign FAQs

Please feel free to use any of our supplied key messaging for your channels and contact us at playinpurple@pankind.org.au for any support or questions.

PLAY IN PURPLE FOR PANCREATIC CANCER



Since its inception in 2015 the **#PlayinPurple** campaign for pancreatic cancer has truly 'gone' places and grown into a truly nationwide campaign.

Not many people know that pancreatic cancer claims virtually the same amount of lives each year as breast cancer, but has a 5 year survival rate of only 11.5%.

PanKind, The Australian Pancreatic Cancer Foundation is exclusively dedicated to pancreatic cancer, with a mission to triple the pancreatic cancer survival rate by 2030 and dramatically improving outcomes for patients and their families.

Raising awareness across Australia is done with the help of passionate supporters, like governor Isabella Di Manno, who is passionate about football, and making a difference! It's this vital combination that fueled the start of the original *Purple Socks* campaign, aimed at raising awareness and much needed funds for pancreatic cancer research for PanKind. 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 14,000 nationally in 2021.

PanKind CEO, Michelle Stewart says "We are excited to see playing fields Australia-wide turned purple for pancreatic cancer, and awareness on this scale is exactly what we need to help shine a light on this disease". Michelle continued, "this campaign is a wonderful opportunity to increase engagement between clubs, players and the community, all participating for a very important cause – pancreatic cancer awareness".

The campaign is embraced by clubs and associations Australia-wide with the \$15 purple socks worn on one weekend of the regular season in July. Players are also able to wear their 2021 purple socks and make a donation per player or as a team.

#PlayinPurple has seen so many amazing clubs nurture the initiative 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: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

For more information please contact: playinpurple@pankind.org.au or visit the <https://pankind.org.au/take-action/playinpurple/>





Social Media Guide 2022

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 @pankindfoundation

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.



The Manly Daily
August 12, 2020 ·
During the month of September, football players from clubs across the northern beaches will be pulling on their purple socks to help raise awareness of pancreatic cancer, a disease that is on track to become the third most common cancer killer in Australia this year. To find out more about the #PlayinPurple campaign go to <https://www.avnersfoundation.org.au/>
Thanks to Harbord FC for this cute picture of players supporting the cause. 🐾👍



You, Jon Peden, Caz Kamo and 46 others · 8 Comments 9 Shares



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.





#PlayinPurple for pancreatic cancer

Dear Coaches and Managers,

We are delighted to again support the **#PlayinPurple 2022** campaign to you which aims to raise awareness and funds for pancreatic cancer through the sport we love.

Not many people know that pancreatic cancer is the 3rd biggest cancer killer in Australia, with just an 11.5% survival rate, yet it receives little or no funding for research.

The #PlayinPurple campaign is in it's 8th year and aims to turn local football fields around Australia purple for pancreatic cancer in July, with support from governing bodies, high profile A League teams and local media. Last year the campaign attracted almost 14,000 players of all ages, genders and geographies from across Australia, all uniting to passionately play in purple socks on one weekend of the season.

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 July 23/24 & 30/31 and support pancreatic cancer awareness by wearing purple socks on one weekend.

We encourage teams across the club to get into the spirit of the campaign by participating as a group and wearing the PanKind purple socks together on the selected weekend. Purple socks are available online for \$15 and if you choose to wear your 2021 socks, please make a \$10 donation per player.

Key information for the 2022 campaign:

- #PlayinPurple raises awareness and critical funds for pancreatic cancer research and patient support
- #PlayinPurple rounds are July 23/24 & 30/31 (*NOTE: originally scheduled for June*)
- Purple Socks come in 3 sizes so players of all ages can participate
- The 2022 initiative is supported by high profile organisations Football NSW, Sydney FC, Football West, Perth Glory and Capital Football as well as many associations around Australia
- Share photos on social media using @pankindfoundation #playinpurple #pancreaticcancer and tag in your A-League team
- Order your purple socks in teams as soon as possible to avoid disappointment
- The online store is open until May 25 and socks will be delivered from June 8. Order here: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

More information, a club participation pack and support can be found on the PanKind website: <https://www.pankind.org.au/take-action/playinpurple/>
Donations can be made here: <https://playinpurple-2022.raisely.com/>

Thank you,
Your Club President.



Key messages/Social media

#PlayinPurple for #pancreaticcancer this July and help support @pankindfoundation make a difference to Australians impacted by the disease. Help us turn #football fields around Australia purple for #pancreaticcancer Funds raised help fund pancreatic cancer research. More information here: <https://pankind.org.au/take-action/playinpurple/> Order socks for your team here: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

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 @pankindfoundation and #PlayinPurple for pancreatic cancer in July. 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 the 2022 purple socks on this link: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

#PlayinPurple is supported by @FootballNSW @SydneyFC @PerthGlory @Footballwest @Capitalfootball Free Sydney FC match day tickets in 2023 are on offer for clubs with high participation! Dates for (*insert your club name*) are June 18/19 or 25/26. Thanks for your support !

#PlayinPurple - FAQs

What is PlayinPurple? The #PlayinPurple 2022 campaign sees sporting fields across Australia turned purple for pancreatic cancer by players from all clubs, codes and geographies wearing purple socks on one weekend of the season to raise awareness for pancreatic cancer.

How did the campaign start? Isabella Di Manno started the campaign in 2015 after the sudden death of her fiancée's mother to the disease. Her family had always been very involved in football, and Isabella saw this as the perfect way to raise awareness and critical funds into research, improving diagnosis and treatment. Isabella is a governor of the Foundation.

Who is Pankind? PanKind, The Australian Pancreatic Cancer Foundation is exclusively dedicated to pancreatic cancer with a mission to triple the survival rate by 2030 and dramatically increase the quality of life for patients and their families. We aim to achieve this through a strategic focus on raising awareness, collaboration to increase progress and investing in ground-breaking medical research.

What is pancreatic cancer? Pancreatic cancer is a disease that is the third most common cancer killer in Australia this year. It is projected to claim more lives than breast cancer and prostate cancer, and each year almost 4,000 people will be diagnosed with approximately 80 per cent of patients diagnosed will die within 12 months. The disease has the lowest survival rates of all main cancer types at 11.5% yet, despite these figures, pancreatic cancer trails behind other cancers when it comes to funding for research, receiving less than 8 per cent of the funding available

Where do the funds go? Funds raised go toward groundbreaking medical research and patient support for Australians impacted by the disease.

When are #PlayinPurple weekends in 2022? Clubs can choose the round that best suits them but we suggest 23/24 or 30/31 July.

How much are socks and how do I get them? Socks are \$15 per pair, can be ordered online and will be delivered to your address. We suggest you ask a parent or team manager to order in teams so no one misses out. Players can wear their 2021 socks and make a donation if they prefer.

How do I know what sizes I need? We have a full size guide that's easy to follow on the online store here: <https://fcw.com.au/shop-product/pankind-foundation-socks/>.

What are the key dates this year? The online store opens on 6 April, the store will close for orders on 24 June and socks will be delivered in the first two weeks of July in time for #PlayinPurple weekends.

How can we get involved on the #PlayinPurple weekend? First make sure you and your teams have socks ordered by 19 May. On the PiP weekends we are asking teams and clubs to wear your



The Australian Pancreatic
Cancer Foundation

#PLAYIN
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socks passionately and share lots of images on social media – we have a social media guide in our Participation pack below.

I'd like to get my club involved more how can I do that? Contact us and we can help you champion the campaign through your club and provide everything you need.

I have questions, who can I contact contact us at playinpurple@pankind.org.au if you have any questions.

Key campaign artwork

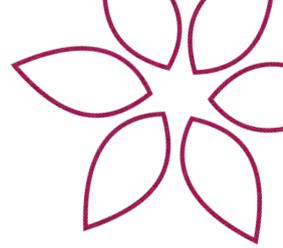
Please use these assets as needed to share with your teams and players through your available channels. Contact us for customised donation posters for your home ground.



The Australian
Pancreatic Cancer
Foundation

PO Box 1216, Manly NSW 1655, Australia | ABN: 22 145 513 060

info@pankind.org.au www.pankind.org.au



#PLAYINPURPLE

Turning our football fields
purple for pancreatic cancer



The Australian
Pancreatic Cancer
Foundation





#PLAY IN PURPLE

for pancreatic cancer





#PLAYINPURPLE

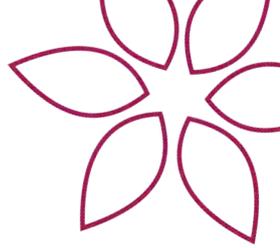
Get ready to turn football fields purple for pancreatic cancer

JULY 23/24 & 30/31

ORDER SOCKS

The Australian Pancreatic Cancer Foundation





#PLAYIN PURPLE

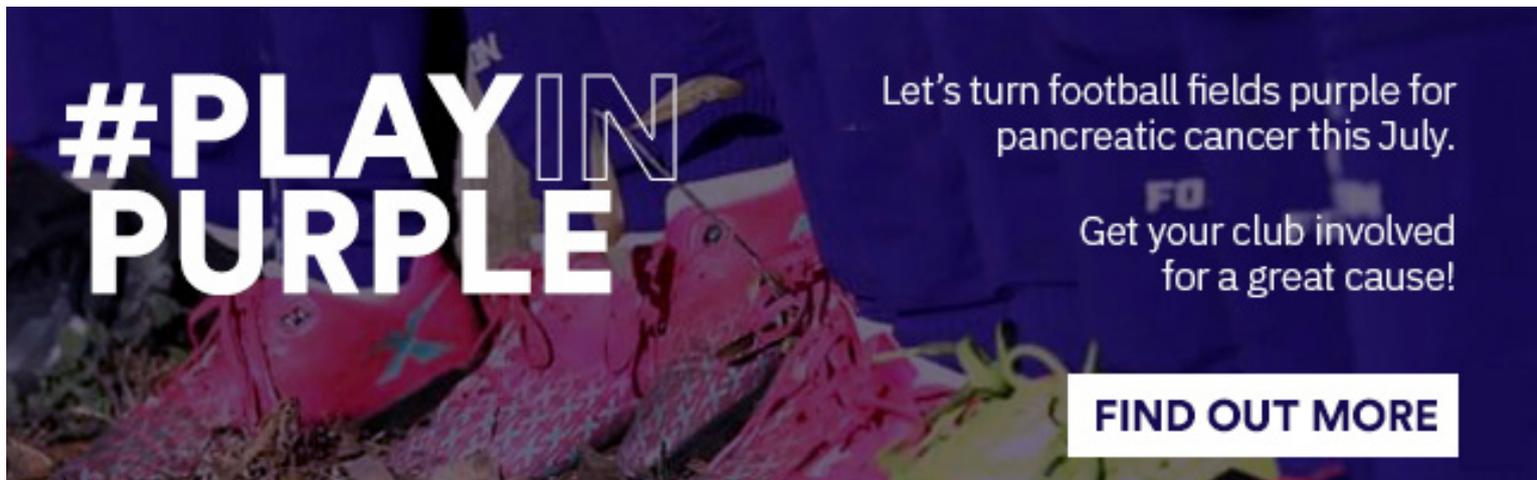
Let's turn our football fields purple for #pancreaticcancer



The Australian
Pancreatic Cancer
Foundation





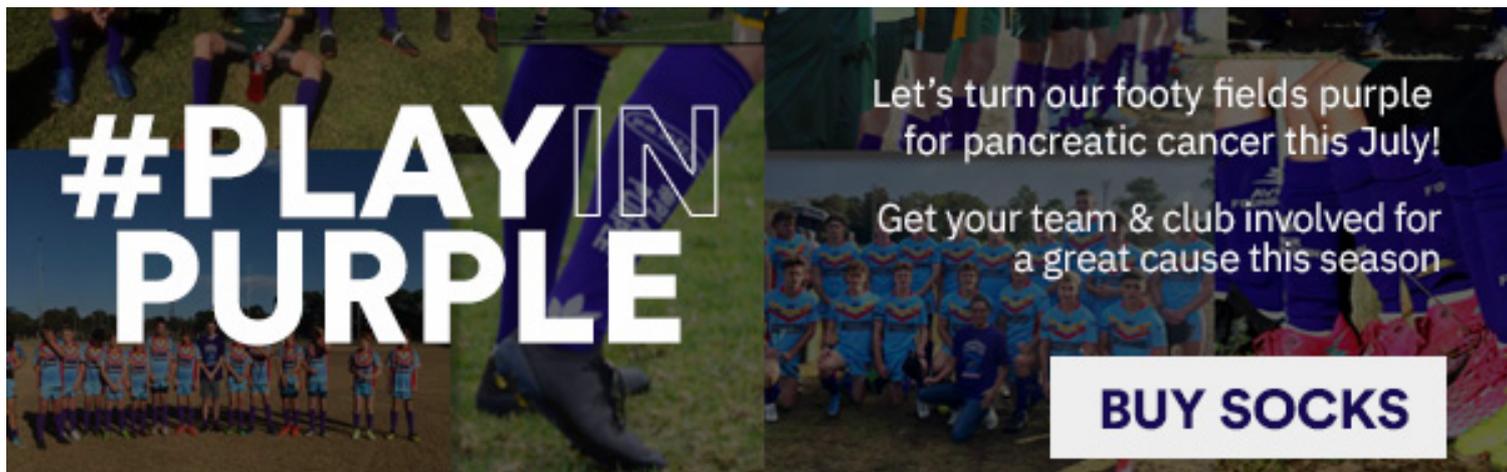


#PLAYINPURPLE

Let's turn football fields purple for pancreatic cancer this July.

Get your club involved for a great cause!

[FIND OUT MORE](#)



#PLAYINPURPLE

Let's turn our footy fields purple for pancreatic cancer this July!

Get your team & club involved for a great cause this season

[BUY SOCKS](#)



#PLAYINPURPLE

Thanks for your support!



Our club is proudly supporting #PlayinPurple for pancreatic cancer this weekend. If you are wearing last year's socks, please scan to make a donation to help fund medical research.



The Australian
Pancreatic Cancer
Foundation

#PLAYINPURPLE

Thanks for your support!



Our club is proudly supporting #PlayinPurple for pancreatic cancer this weekend. If you are wearing last year's socks, please scan to make a donation to help fund medical research.



The Australian
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Your club
logo here

#PLAYIN
PURPLE



Our club is proudly supporting #PlayinPurple for pancreatic cancer. Please scan to make a donation to help fund medical research. Thank you



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