

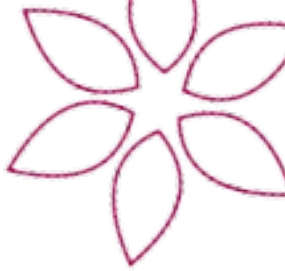
# #PLAYIN PURPLE



The Australian Pancreatic  
Cancer Foundation



# #PlayinPurple



#PlayinPurple is a national awareness campaign that aims to turn footy fields purple across Australia for pancreatic cancer on one weekend a year.

Footy players of all ages, geographies and grades passionately pull on their purple socks for a disease that is now the 3rd biggest cancer killer of Australians.

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.

#PlayinPurple is universally loved by all involved, and the support and interest across Australia continues to grow exponentially with state bodies, associations and clubs in all codes helping to grow profile and increase participation for an important cause.



Sporting fields across Australia to be turned purple for pancreatic cancer

29 July 2020 0 Comments



The #PlayinPurple campaign is in its sixth year. During the month of September, football players of the nation will be pulling on their purple socks to raise awareness of the devastating impact of pancreatic cancer. She lost her "vivacious and beautiful" mum Carole to the disease two and a half years ago. Unfortunately she was misdiagnosed by three doctors and the cancer wasn't picked up until it was stage 4 and terminal. "When my mum was finally diagnosed at the end of 2016, the only thing I had heard about pancreatic cancer was that Steve Jobs and Patrick Swayze had died from it," Ms Bodin says. "It wasn't a cancer that you saw splashed all over the TV or newspapers unless someone well-known had it. "All that changed once her treatment started. Thanks to some great care from her doctor and nurses at the hospital, Carole put up a brave fight and lived for another three years. "I promised myself after she passed, when I managed to start seeing through the fog of my grief and loss, that I would make a difference somehow, whether it be big or small to help in the fight against this disease," Ms Bodin says. "She's done exactly that - Ms Bodin is on the committee of Bullbrook Learning Junior Football Club and has got them signed up for this year's #playinpurple, where teams wear purple socks for one round to raise funds for medical research into pancreatic cancer. "I brought it up at a football committee meeting and from the get-go the club's response has been nothing but phenomenal," Ms

herald mind body spirit



## Purple power

"With player numbers of just over 500 kids, we have had a 95 per cent participation rate in purchasing the socks to play in the round. "That's 500 kids (and some parents) who will be out on the football fields that weekend, supporting #playinpurple round." Launched eight years ago by Australian cancer foundation PanKind, the national #playinpurple campaign is gaining traction and last year almost 100 clubs and 14,000 players from all codes participated. Clubs from Greater Perth taking part this year include West Perth FC, Kingsley Westside FC and Perth Glory. Glory tragically lost former midfielder Liam Miller, who had also played for Manchester United

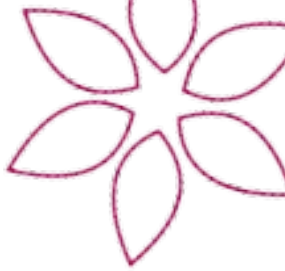


"Bullbrook Learning Junior Football Club (Above) will take part in this year's #playinpurple, raising funds to treat pancreatic cancer. "We have had nothing but positive feedback about the upcoming weekend, which will not only involve the kids playing in their purple socks, but also a sizzle, cupcakes, raffles and more - all purple of course to raise much needed funds for Pancreatic Cancer research," Ms Bodin says. "For more details and to donate



# #PlayinPurple

## How does the campaign work?



On one weekend of the regular season grassroots rugby league clubs and associations 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 teams to easily get involved.

The high-quality purple socks are \$15 each, available in three sizes and easily purchased online, being delivered clubs or households across Australia. Funds are channeled into cutting-edge medical research to improve a critically low 12.2% survival rate.

The campaign is launched in early April, with socks ordered online in time to reach clubs for their **#PlayinPurple** round in July. The most suitable weekend to **#PlayinPurple** is chosen by the individual club.

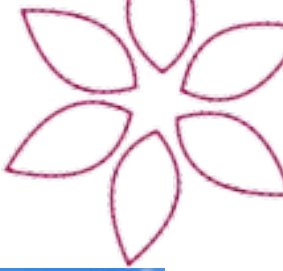
Clubs & teams are encouraged to share photos on social media, with tips and ideas included in the **#PlayinPurple** pack.





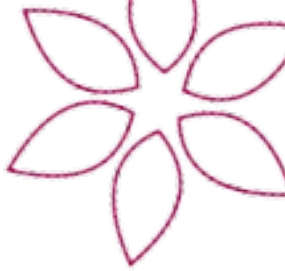
# #PlayinPurple

Embraced universally by players of all ages, grades and geographies





# #PlayinPurple Time to *tackle* pancreatic cancer



Pancreatic cancer has had an impact on the lives of many Australians, including many high-profile sports people and their families.

This is an opportunity for the AFL world to get involved in a low touch/high impact campaign that increases engagement between clubs, players and the community for a very important cause – pancreatic cancer awareness.

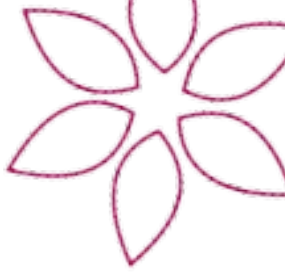
The beauty of **#PlayinPurple** is the simplicity for associations, clubs and players of all ages and geographies to participate. Associations and clubs simply endorse the campaign to their members who get involved by wearing the purple football socks for one game of the season.

Communications and assets created and supplied so sharing on social media and via email is straight forward. Most importantly, players of all ages and their families love to get involved in the **#PlayinPurple** round for a great cause.





# #PlayinPurple – 2023 Timeline



Time frame	Activity
January/February	PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations. Shares “Save the Date”
Late-March	Webpage/online shop live and the campaign launches. Clubs & associations share pre-created messages and images via email, website and social media.
30 June	Sock orders deadline (to meet PiP weekend rounds)
Last 3 weekends in July	#PlayinPurple: footy fields around Australia are turned purple for pancreatic cancer – <b>July 15/16, 22/23 or July 29/30</b> <b>NOTE:</b> If your club wants to participate outside these dates, please email <a href="mailto:playinpurple@pankind.org.au">playinpurple@pankind.org.au</a>

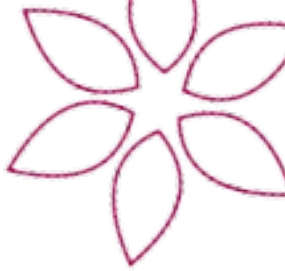
## Every football club around Australia will have access to:

- A #PlayinPurple participation pack with key messages, downloadable assets, social media guide
- Ability to create a club page on our fundraising platform 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 now the 3<sup>rd</sup> biggest cancer killer of Australians.

Pancreatic cancer has a 12.2% survival rate that compares to prostate and breast cancer with survival rates above 90%.

PanKind has invested over \$11.2 million across 45 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](http://www.pankind.org.au)

