

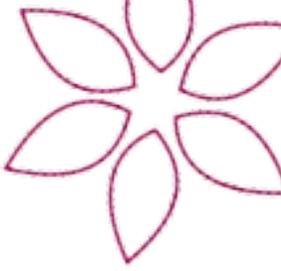
# #PLAYINPURPLE



The Australian Pancreatic  
Cancer Foundation



# #PlayinPurple



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



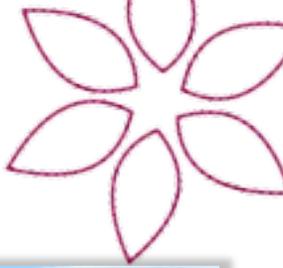
# #PlayinPurple

#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.

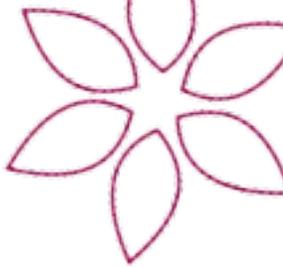
This campaign is a wonderful opportunity to increase engagement between clubs, players and the community, all participating for a very important cause - pancreatic cancer awareness.

#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.



# #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.

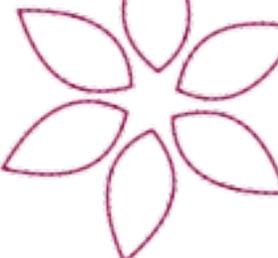
The campaign is launched in early April, with socks ordered online in time to reach clubs for their **#PlayinPurple** round in July. The most suitable weekend to **#PlayinPurple** is chosen by the individual club.

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

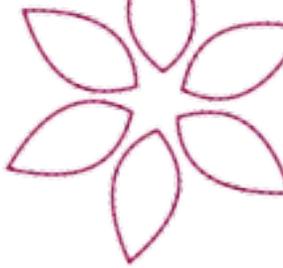


# #PlayinPurple

Embraced universally by players of all ages, grades and geographies



# #PlayinPurple What clubs are saying?



“Bosco Bulldogs Junior Rugby League Club will be passionately supporting #PlayinPurple. As a club, this is one initiative players, their families and the committee can support while making a positive impact for an important national cause. I encourage Rugby League clubs and associations Australia wide to help turn footy fields purple this June and help raise more awareness of pancreatic cancer.”

*Jennifer Brown,  
Bosco Bulldogs President*

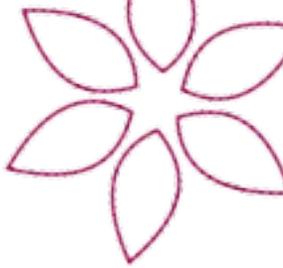


“The campaign creates awareness for a very important cause and lots of people from other teams were asking about the socks and how to contribute. The younger players were really excited, and even pulled the socks way up their legs with pride. The campaign is very simple to support for clubs and associations – we will be playing in purple next year.”

*Damien McKay,  
Carlingford Cougars President*



# #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.

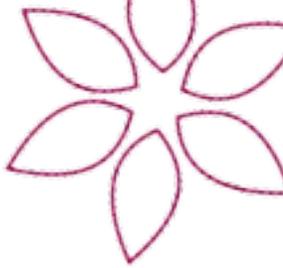
This is an opportunity for the Rugby League world to get involved in a low touch/high impact campaign that increases engagement between clubs, players and the community for a very important cause – pancreatic cancer awareness.

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



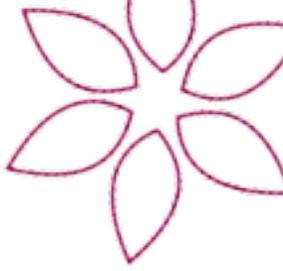
Time frame	Activity
January/February	PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations. Shares “Save the Date”
Late-March	Webpage/online shop live and the campaign launches. Clubs & associations share pre-created messages and images via email, website and social media.
30 June	Sock orders deadline (to meet PiP weekend rounds)
Last three weekends in July	#PlayinPurple: football 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)

