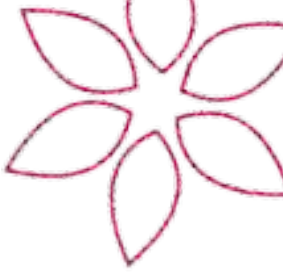


#PLAYINPURPLE

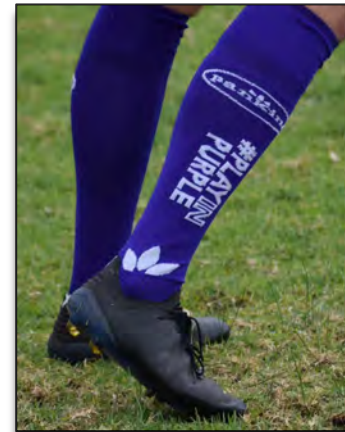


The Australian Pancreatic Cancer Foundation

#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”



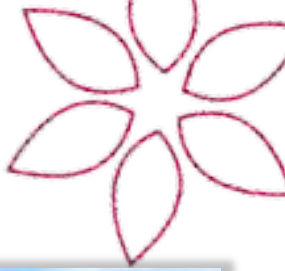
#PlayinPurple

#PlayinPurple is a national awareness campaign that aims to turn football 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.

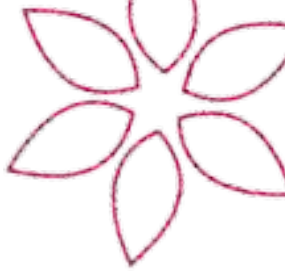
This campaign is a wonderful opportunity to increase engagement between clubs, players and the community, all participating for a very important cause - pancreatic cancer awareness.

#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 season, grassroots rugby league clubs and associations get behind the campaign to play their round in purple socks to raise awareness for pancreatic cancer.

#PlayinPurple packs are provided, 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 11.5% survival rate.

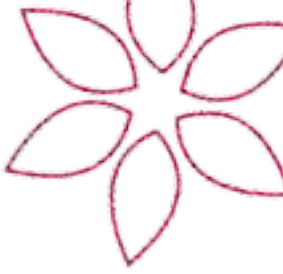
The campaign is launched in early April when the online store opens and socks will be delivered in time to reach clubs for their **#PlayinPurple** round in June. The most suitable weekend to **#PlayinPurple** is chosen by the individual club.

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

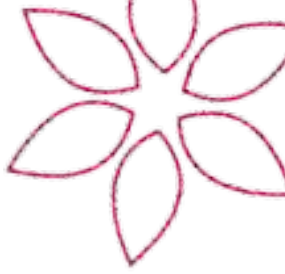


#PlayinPurple

Embraced universally by players of all ages, grades and geographies



#PlayinPurple What clubs are saying?

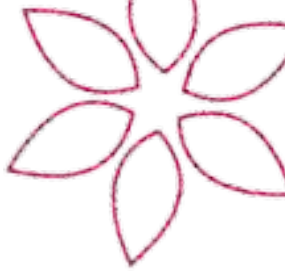


“Bosco Bulldogs Junior Rugby League Club will be passionately supporting #PlayinPurple in 2022. As a club, this is one initiative players, their families and the committee can support while making a positive impact for an important national cause. I encourage Rugby League clubs and associations Australia wide to help turn footy fields purple this June and help raise more awareness of pancreatic cancer.”

Jennifer Brown,
Bosco Bulldogs President



#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 in the regular season in June.

Communications and assets are written 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 which sees football fields turned purple for pancreatic cancer in June and creates a festival like atmosphere at local clubs for a great cause.



#PlayinPurple – 2022 Timeline

| Time frame | Activity |
|-------------------------|---|
| February | PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations. Shares “Save the Date” |
| 6 April | Webpage/online shop live and the campaign launches. ORDER HERE . Clubs & associations share pre-created messages and images via email, website and social media. |
| 25 May | Online sock orders for clubs close |
| Last 3 weekends in June | #PlayinPurple: footy fields around Australia are turned purple for pancreatic cancer – June 18/19, 25/26 or July 3/4 |

Each and every local 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 direct to players
- Support from our team via email: playinpurple@pankind.org.au

**ORDER PURPLE
SOCKS FOR
YOUR TEAM**

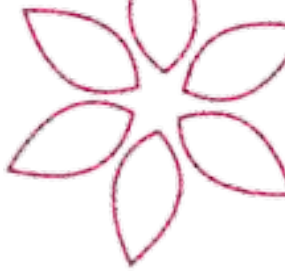
CLICK TO ORDER



Online store:

<https://fcw.com.au/shop-product/pankind-foundation-socks/>

#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 3rd biggest cancer killer in 2022.

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

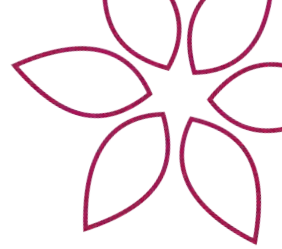
PanKind has invested over \$11 million across 42 research projects at universities and institutions, funding some of Australia's top research talent to find a cure.

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



<http://www.pankind.org.au/>

playinpurple@pankind.org.au



Key messages/Social media

#PlayinPurple for #pancreaticcancer this June 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 June. 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/>

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 footy 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. The campaign is launching to the Rugby League community in 2022.

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 18/19 or 25/26 June

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.

What are the key dates this year? The online store opens on 6 April, the store will close for orders on 25 May and socks will be delivered in the first week of June 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
PURPLE

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

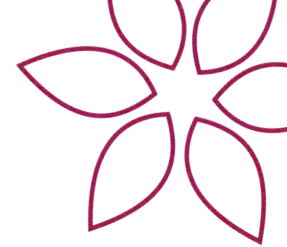
Please use these assets as needed to share with your teams and players through your available channels. Contact us for customised donation posters for your home ground.



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



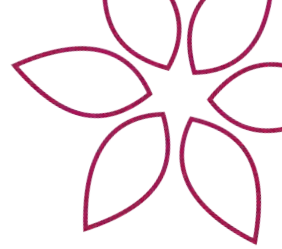
#PLAYINPURPLE

Turning our football fields
purple for pancreatic cancer



The Australian
Pancreatic Cancer
Foundation



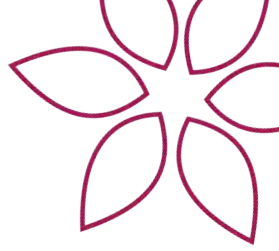


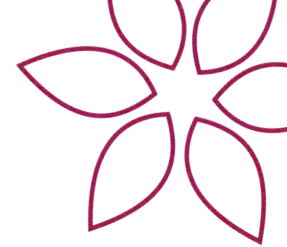
#PLAY IN PURPLE

Supporting #pancreaticcancer by playing in purple socks this June

BUY SOCKS







#PLAYINPURPLE

Help turn footy fields purple for pancreatic cancer this June

[FIND OUT MORE](#)



The Australian
Pancreatic Cancer
Foundation



#PLAYINPURPLE

Help turn footy fields purple for pancreatic cancer this June

GET INVOLVED

PanKind The Australian Pancreatic Cancer Foundation

EDM banners

#PLAYINPURPLE

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

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

BUY SOCKS

#PLAYINPURPLE

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

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

FIND OUT MORE

#PLAYINPURPLE

Thanks for your support!



Our club is proudly supporting #PlayinPurple for pancreatic cancer this weekend, raising awareness and funds for research. Please scan to make a donation. Thank you!



The Australian
Pancreatic Cancer
Foundation