

highlight

Winter 2011 | Issue 3

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Welcome to Highlight!



Dear Friend,

I'd like to welcome all our loyal supporters to this edition of Highlight. As the year ends we are all no doubt reflecting on the many tough challenges we have faced this year. We have had an eventful year as we worked hard to keep cancer at the forefront of the Government agenda and continued to advocate for improved services for cancer patients on a national level and to deliver the information and support services that people need.

This has been a tough task in the current economic circumstances. In fact, without the support we receive from our volunteers, fundraisers, corporate sponsors and donors we could not have continued to support cancer patients and their families.

We are pleased to see that our key calendar events Breast Cancer Awareness in October, and Movember in November, are getting bigger and better each year. The excitement and fun generated by so many people and their outstanding and innovative fundraising ideas give us great encouragement.

Our ongoing campaigns to address public awareness around smoking, breast cancer, bowel cancer and prostate cancer are vital and provide information to inspire people to make healthy lifestyle choices, which will help prevent cancer. They also encourage people to seek medical attention if they are concerned,

which improve outcomes through earlier diagnosis and better access to treatments.

In November the Dublin Resolution was adopted at the World Cancer Leaders' Summit, and aims to cut cancer rates by 25% by the year 2025. Evaluating the instances of cancer and using the data to improve detection and treatment of the disease, and also by creating increased awareness of the causes of cancer will achieve this.

Cancer research programmes play a key role in helping to improve our understanding and treatment of cancer. We are able to support researchers in their work through the efforts of our fundraisers, volunteers, sponsors and donors. As part of our commitment to support young cancer researchers in Ireland we have 16 new Research Fellowship, Scholarship and Prostate Research awards this year.

We look forward to 2012 and already there are many plans in place that will help contribute to a better quality of life for many people.

Wishing you all the best for 2012,

Bill McCabe
Chairman

Highlights 2011!

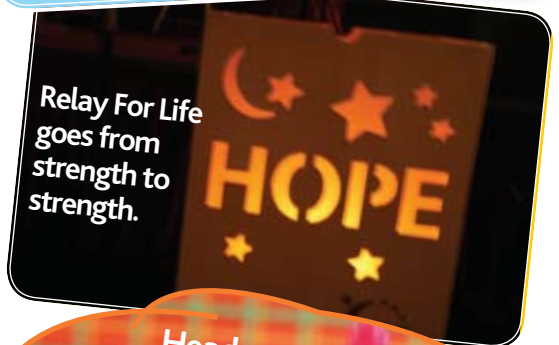


Daffodil Day was blooming marvelous as ever.



Movember brought more than a smile to many peoples faces!

Something to shout about, our Prostate Cancer Awareness campaign kicks off!



Heads up to the Shave or Dye challenge.



Subscribe to receive this newsletter by email – visit www.cancer.ie/highlight You can also follow our Facebook page at www.facebook.com/irishcancersociety





Relay For Life



National Conference for Cancer Survivorship

The Irish Cancer Society will hold a free conference for cancer survivors on Friday and Saturday March 2nd and 3rd at the Aviva Stadium, Dublin. The annual conference which is in its 17th year is an opportunity for cancer survivors to get together and share information and support on all aspects of a cancer diagnosis, including treatment and aftercare.

The two day programme includes practical information on treatment advances, dealing with fatigue, exercise & diet as well as dealing with the emotional and psychological effects of cancer.

Patient Support Groups Manager, Olwyn Ryan said "The Irish Cancer Society Support Groups network is spearheading this conference. The role of these groups is to provide emotional and practical support to those diagnosed with cancer. Support group volunteers, who have often had a cancer diagnosis themselves, are available to patients and families and friends. Bringing patients together so that they may befriend and help each other is a powerful way of improving quality of life."

For more information or to register to attend, please call Valerie on 01 2310518 or email vabbott@irishcancer.ie.



"I am delighted my team and I took part. I also felt a sense of achievement having completed it (as well as being exhausted..) but it was totally worth it"

There is already lots of excitement and interest about the 2012 Relay For Life events. Seven counties will host Relays in 2012.

- UCC, Cork, in March;
- UCD, Dublin, in March;
- Donegal, in May;
- Carlow, in June;
- Ballinasloe, Galway, in August;
- Tipperary, in August;
- Dundalk, Louth, in October.

Relay For Life remembers and celebrates the lives of those who have been lost

to cancer while remaining optimistic and hopeful for those living with cancer every day. Relay has inspired many people.

Please join us for the 2012 events, visit www.cancer.ie and find out how you can get involved.

Our heartfelt thanks goes to all those who contributed to making Relay For Life an outstanding success in 2011.



"It was a fantastic event, am privileged to have been involved in it, makes me very proud of my friends and the whole town, great effort by everyone"



Affiliation Project Update



Martin Bohan, John McCormack and Sue Bennett LARCC

We know that access to local to support services greatly improves the quality of life for cancer patients and we now have a programme where groups providing these services can become affiliated to the Irish Cancer Society. As the umbrella organisation for support groups, we provide best practice guidelines to help our affiliates manage and deliver their services. The first group of 30 volunteers has just completed our,

'Core Skills for Volunteering in a Cancer Support Service' training programme. Further training will be provided to all of our affiliates in 2012, including a programme for managers, staff and board members. The affiliates can also avail of our grant scheme to help enhance the services they deliver.

Contact us on 1850 60 60 60 or email fundraising@irishcancer.ie

World Cancer Leaders' Summit in Dublin

The Irish Cancer Society and the National Cancer Control Programme co-hosted the annual World Cancer Leaders' Summit in Dublin in November. Participants committed to reduce the instance of non communicable diseases by a quarter by 2025. This 'Dublin Resolution' sets out the targets we need to meet to achieve this goal and includes the following milestones:

- Developing ways to measure and monitor the instances of cancer by 2012
- Including targets to reduce the rates of cancer in the post 2015 Millennium Goals
- Form and implement policies to tackle cancer
- Fund cancer prevention, detection, treatment and care

The Dublin Resolution adds measurable targets to reduce preventable deaths to the existing UN declaration, which are crucial to measuring progress and substantially reduce preventable deaths. For the delegates attending the conference, the Irish Cancer Society hosted a welcome reception and dinner sponsored by Pfizer and Bristol Myers Squibb.



CARE TO DRIVE ROLL-OUT UPDATE

The National roll out of Care to Drive began in January 2011 and has been supported by the funds raised as part of Tesco Ireland's Staff Charity of the Year 2010 & 2011. In the past year over 142 volunteer drivers have driven 90,000km to bring 162 patients to 1,329 appointments. Care to Drive operates from the following hospitals;

- Sligo General Hospital
- Letterkenny General Hospital
- St. James' Hospital, Dublin
- The Mater Hospital, Dublin
- Mid Western Regional Hospital,

Limerick

- Portiuncula Hospital, Ballinasloe

In 2012 Care to Drive will also be available for the following hospitals;

- Waterford Regional Hospital
- Cork University Hospital
- The Mercy, Cork
- Midlands Regional Hospital, Tullamore,
- Adelaide & Meath Hospital, Tallaght
- Connolly Hospital, Blanchardstown

a stressful and tiring experience. Since the social worker told us about the service, life has become so much easier. Care to Drive is simply a wonderful service."



Thomas and Pat Carroll from Blessington, Co. Wicklow, "Before Care to Drive came into our lives, the journey to the hospital was always



RESEARCH AWARDS

The Irish Cancer Society is investing €3.1 million in cancer research this year. Our purpose, which is to support world-class research leading to improved outcomes for patients, was boosted with our funding of 16 new research awards. The record €3.1 million funding, which is our largest annual investment in cancer research to date, was presented by Today FM's Ray D'Arcy at a ceremony in November. Eight Irish Cancer Society Research Scholars, four Research Fellows and four Prostate Cancer Research Awards were announced at the ceremony that will ensure new research projects are commenced in breast, colorectal, ovarian, leukaemia, oesophageal, lung, prostate and metastatic cancers. We hope that the investment will result in major advances in cancer research as our investment has already yielded 650 important research findings over the last 30 years.

Speaking at the ceremony, Professor John Fitzpatrick, Head of Research, Irish Cancer Society said, "We are so proud to be announcing our next round of cancer researchers who we will now be supporting. The standard of research proposals was



exceptionally high and after a rigorous review process conducted by our international expert panel, we are confident that the research that we are funding will contribute towards making significant advances in cancer research at national and international level."

The researchers will work in many areas and study a number of important clinically relevant questions. Some examples of these research projects are as follows:



We are delighted at the recent appointment of Professor John M Fitzpatrick as Head of Research at the Irish Cancer Society. Professor Fitzpatrick has been Professor of the Department of Surgery and Consultant Urologist at the Mater Misericordiae University Hospital and University College Dublin

since 1986. He brings a wealth of experience from his academic and medical roles, at both a national and international level.

Commenting on his appointment Professor Fitzpatrick, said, "I am delighted to join the Irish Cancer Society team. Research is a vital tool in our fight against cancer. Through research, we can develop better treatments, improve tests and screening and learn more about why people get cancer. I am excited about leading the Society's research strategy into the future and look forward to continue making Ireland an exciting and dynamic place for cancer research."



Joanna Stanicka, Irish Cancer Society Research Scholar, working at University College Cork. Joanna's research on leukaemia will investigate how changes in a gene can turn a normal cell into an aggressive cancer cell.



Maeve Kiely, Irish Cancer Society Research Scholar, working at University of Limerick. Maeve's research will investigate what happens when communication within normal cells goes wrong, leading to breast cancer.



Professor Ciaran Morrison, Irish Cancer Society Prostate Cancer Researcher, working at National University of Ireland, Galway. Professor Morrison will use his expertise in DNA damage research to improve the effectiveness of radiation therapy for prostate cancer.



X-Hale Youth Awards

In November seven youth groups from around the country presented their smoking awareness campaigns at our first X-HALE Youth Awards Expo. The programme promotes smoke-free lifestyles among young people and aims to reduce Ireland's very high smoking rate, 80% of smokers take up the habit before they reach 18 years.

The seven finalists were chosen from 38 groups around the country and were awarded funds of between €1,000 and €4,200 to help develop their campaigns. We also provided development workshops to help the groups communicate the lethal effects of

tobacco to their community and peers. The resulting anti-smoking campaigns were showcased at the Expo in Croke Park.

Each group who received an X-HALE Youth Award were engaged and passionate and found unique and innovative ways of tackling the issue of smoking in their communities. They successfully highlighted the many positive alternatives to smoking. In one group several parents quit smoking because of their children's participation in X-HALE. By making these changes at local level we can have a direct impact on smoking culture in Ireland.



The projects Awarded were 'X-HALE Youth Forum – our community, our future', ECO-UNESCO, Dublin 2. Amount awarded - €4,000.

This youth led project connects the global and local impacts and effects of tobacco. They designed posters and art installations to communicate the message to their peers and get people talking about the risks of smoking and benefits of quitting.

'Cahersiveen X-HALE Youth Project' Cahersiveen, Co Kerry. Amount Awarded - €2,200.

The Cahersiveen based project investigated what methods and aids can help young people to stop smoking.

'It's not fair, you're claiming our air', Totally Terrific Club – Foroige, Ballybofey, Co Donegal. Amount awarded - €1,500.



This project highlighted the effects of passive smoking on children through a survey of 203 primary school children in Ballybofey. The responses were collated into a report and a short film. The group also wrote and performed a rap that they had made up, which challenges attitudes towards passive smoking in their community.

'Choose', Ceim ar Ceim, Moyross, Limerick. Amount Awarded - €1,600.

The Choose campaign in Moyross promoted not smoking as a positive lifestyle choice. The group used posters, wristbands and education workshops to get their message across to 5th and 6th class students.

'Stump the butts- Summer fest', Newbridge Youth Project, Newbridge, Co Kildare. Amount awarded – €4,200.

This group created the Stump the Butts summer festival, using the mediums of dance, graffiti, art, drama, photography and technology to portray their views and give information on positive lifestyle choices and the dangers associated with smoking. The festival provided a platform for young people to target messages to their peers and the wider community in an accessible and youth friendly way.

'Adbusters – the real face of tobacco', Youth Work Ireland, Galway. Amount awarded – €1,500.



The group showed how tobacco companies use subliminal messages to target young people. By understanding the methods of the tobacco industry the group made informed choices around smoking.

They took part in a six-week photography workshop and used photography to showcase their ideas.

'You still smoking? You must be joking!!', Neighbourhood Youth Project 2, Dublin 1. Amount awarded - €2,500.

Looking at tobacco use among minors and adults, the group researched the positive and negatives of tobacco use and presented their finding in a video and an information leaflet. The video talks directly to young people and encourages them to start talking about smoking and its negative impacts.



Trek4Life in China

A fantastic group of 29 fundraisers spent 10 days in October 2011 trekking the Great Wall of China. This thrilling trek took in the famous Black Dragon Pool Park, and the Forbidden City. Every member of the team, met the challenge of raising €4,500 by organising fundraising events across the country.

Thanks to the participants and their supporters, €152,500 was raised to support our cancer research programmes, which is pioneering research in the areas of prevention and cancer treatments. These developments make a real difference to those living with cancer now, and those that may be diagnosed in the future.

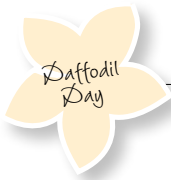
"It's hard to put into words the

experience I had, it was emotional, challenging, exhilarating, tiring and immensely rewarding. Most importantly, I got to spend a week with 29 amazing Irish Cancer Society supporters whose dedication, effort and passion to do their bit to support the Irish Cancer Society's fight against cancer was so humbling and life affirming." Justin McDermott, Community Fundraiser, Ulster/Connaught.

We've already started to plan the 2012 trek, which promises to be an amazing experience. Visit www.cancer.ie to find out more about our 2012 destinations. As ever places are limited, so, book early to avoid disappointment!

➔ For further information on our trek to China, please contact www.cancer.ie/trek4life or CallSave 1850 60 60 60.

➔ For further information, please visit www.cancer.ie/xhale



Celebrate Daffodil Day's 25th Birthday!

SAVE THE DATE Daffodil Day 2012 is Friday 23rd March!

Get your diary out and save the date! The 23rd March 2012, will be our 25th Daffodil Day and we're excited about making Daffodil Day 2012 the best ever. We are calling on everyone to get involved and help make this an extra special occasion. Visit www.cancer.ie/daffodilday for details on how you can get involved.

Last year our specialist cancer nurses responded to 21,000 enquiries, this was up 10% on 2009. Almost 41% of enquiries were from newly diagnosed people in the 40+ age group looking for information on treatment and services. Increasingly, financial worries account for many

of the calls and we provided almost €1m in support to over 1,600 people last year.

Reflecting on the important role of volunteers and fundraisers in making this event so successful, John McCormack, CEO of Irish Cancer Society said, "We really need you, our wonderful volunteers, to make a great push this year. Effective cancer care for patients and families has to continue during these difficult economic times. Times are hard – so we must work harder to ensure that our vital patient services are not compromised."

Daffodil Day 2012 is Friday 23rd March!

The Irish Cancer Society and Dell Ireland announce final figure for Daffodil Day 2011 Daffodil Day funds up 3% on 2010

Daffodil Day 2011 was an outstanding success and exceeded the funds raised last year by 3%. Considering the recent economic difficulties in Ireland this is quite an achievement. The Irish Cancer Society and Dell Ireland, who are our partner for Daffodil Day, would like to say a resounding

thank you to everyone who organised an event, got involved and contributed an astounding €3.4m. Combined with campaigns such as Garden of Hope and Our Company Cares, the total figure amounts to €3.91m. Speaking about the event, John McCormack, CEO, Irish Cancer Society said "The tremendous efforts of thousands of dedicated volunteers around the country, as well as terrific public support for Daffodil Day, supported by Dell Ireland, has resulted in one of our most successful campaigns. We would like to thank everyone who bought a daffodil and wore it in support of people affected by cancer in Ireland."

All monies raised from this campaign go towards growing the Society's direct patient care services, including the **National Cancer Helpline (Freefone 1800 200 700)**, the night nursing service, oncology liaison nursing, financial aid, counselling and literature.

Baby Isobel Connachy (10 months) from Corderry, Dundalk helping her grandmother Mary McArdle pick and bundle 400 bunches of Daffodils for the 2011 Dundalk Daffodil Committee.

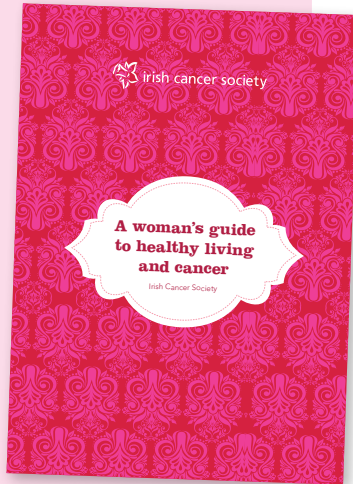




'A WOMAN'S GUIDE TO HEALTHY LIVING AND CANCER'

Women today often have very busy, demanding lives. Family, work and other commitments can mean that they leave little time for themselves. The Irish Cancer Society has published a free booklet to remind women that it is important to look after their health.

The booklet, aims to be a 'one stop shop' for health and cancer information for women aged 18-80. Each year, around 15,000 women in Ireland are diagnosed with cancer. The chances of getting many of the common cancers are strongly influenced by lifestyle factors. But the good news is that you can cut your risk of getting cancer in half if you make healthy lifestyle choices and if found early, most cancers can be treated and some cured.



➔ For your free copy of 'A woman's guide to healthy living and cancer' – call the National Cancer Helpline Freefone 1800 200 700

SHAVE OR DYE AGAIN



Shave or Dye will add a burst of colour to 17th February 2012. The campaign is brainchild of Today FM DJs, who encourage people across the country to dye their hair or shave their heads to raise funds for the Irish Cancer Society. If you or someone you know is ready for a radical new hairstyle then call the Shave or Dye hotline **CallSave 1850 350 360** or get a sponsorship pack from www.cancer.ie/shave-or-dye. The campaign has gone from strength to strength and the second Shave or Dye in 2011 raised more

than €1m for the Irish Cancer Society. These funds go towards our free cancer information service, support services and cancer research.

John McCormack, CEO of the Irish Cancer Society, said, "The sheer commitment, energy and creativity behind the Shave or Dye campaign has been truly inspiring. The Society has been amazed by the success of the campaign nationwide. We believe that shaving one's head or colouring one's hair is a tremendous statement of support for people going through a cancer journey and for cancer survivors."



Pictured at their first training session for the National Lottery's Dublin City Marathon, the Irish Cancer Society's Run4Life team, Aubrey Anderson, Grainne Sheridan, Kate O'Kelly and Ramon Whelan.

MAKING EVERY STEP COUNT... RUN4LIFE

From cancer survivor to marathon runner. That's the journey Ramon Whelan took this year. Having survived cancer, Ramon pitched himself into training for the Dublin City Marathon. Speaking at the training session first time marathoner and cancer survivor Ramon Whelan said; "I started running in a bid to lose some weight after I had finished chemotherapy. I found the more I ran, the more I enjoyed it so this year I decided I'd run my first marathon for the Irish Cancer Society."

After months of training Ramon was ready to tackle the 26 mile run through the streets of Dublin. He completed the course in a very respectable 4 hours 19 minutes and brought back over €2,000 in funds raised from his endeavours and several blisters!

Irish Cancer Society staff member, Emma Hamilton, undertook the marathon challenge in New York. "Everything you have read about the New York Marathon being the best in the world is true! The energy, the excitement, the crowds - they are all electric! I'll never forget the feeling I got crossing that finish line, tricolour still painted on my face, the months of training had paid off. I crossed the finish line with a mixture of exhaustion and exhilaration, I was proud to have completed it, and even more proud to have raised funds for the Irish Cancer Society," said Emma

Thank you to all those who ran in marathons to raise funds for us this year. We appreciate the time and effort you dedicated. You really did make every step count.

Funds raised from participants in this year's National Lottery Dublin City Marathon will go towards the Irish Cancer Society's free nursing, support and information services.

If you fancy taking part in a Run4Life in 2012 and an overseas marathon - Paris, Boston, Chicago or New York - sounds like your kind of challenge, to raise some funds for the Irish Cancer Society visit www.cancer.ie/run4life

MOVEMBER

What is it about facial hair that's been getting Irish men and women so excited? It seem like we can't get enough of Movember. Novembers' campaign to raise funds and create awareness of men's cancers has certainly caught the imagination of people in Ireland who raised €1.3m in 2010 to support research, information and support services in the fight against one of the most prevalent mens cancers in Ireland, prostate cancer. The funds raised by our hairy heroes last year enabled us to do a lot for prostate cancer in Ireland. See a snapshot of some of what we did.

- Increasing awareness of Prostate and Men's Cancers €205K
- Funding the Action Prostate Cancer Info Service €275K
- Funding Prostate Cancer Research €110K
- Supporting Men Living With Cancer €155K
- Developing Information Materials on Prostate and Mens Cancers €55K
- Reaching Out/Supporting People Affected by Prostate Cancer €220K



Mairéad Lyons, Head of Services, Irish Cancer Society said, "We are delighted to bring our trusted cancer information, support and advice service to the point of diagnosis and care – the hospital. This is a service not just for the patient – it is for their families and friends and anyone else who has a concern or question about cancer."

Roy Keane Launches Cork Daffodil Centre

Roy Keane launched our latest Daffodil Centre, at the Bon Secours Hospital, Cork in October. The Centre, our fourth to open since 2009, provides a free, drop-in, no appointment service to anyone with cancer worries or symptoms and those who want to reduce their risk of getting cancer. Daffodil Centres are staffed by Irish Cancer Society specialist cancer nurses and trained volunteers who have provided information and support to over 8,200 people affected or concerned about cancer to date.





Today FM's Matt Cooper and RTE News' Bryan Dobson lend their support at the launch of the Prostate Cancer Awareness campaign.

IRISH CANCER SOCIETY LAUNCHES PROSTATE CANCER PATIENTS' CHARTER

Our Prostate Cancer Patients' Charter was launched in November at our annual conference for Prostate Cancer Survivors in Croke Park. The conference was attended by 100 survivors of prostate cancer who use this important annual forum to meet and share their experiences with one another and with us.

The Charter provides a reference for the standard of care that men should expect from their diagnosis with prostate cancer through to treatment and follow up. It also provides us with a benchmark against we can advocate for improved patient services.

We also commissioned the largest ever survey of prostate cancer survivors in Ireland, which showed that many men were unprepared for the emotional toll of a prostate cancer diagnosis and were not given enough information and support regarding treatment options and side effects. As a result we will work with hospitals to address these issues.

John McCormack, Irish Cancer Society CEO, Marty Morrissey, RTE Sport and Frank Brennan, Prostate Cancer Survivor, at the launch of the Prostate Cancer Patients' Charter.

To get your free copy of the prostate cancer patients' charter call the National Cancer Helpline on Freefone 1800 200 700 or visit www.cancer.ie/prostate



Quit Week



An exciting new anti-tobacco campaign will be rolled out by the Irish Cancer Society around Ash Wednesday, which is taking place on February 22nd next year. Ash Wednesday is also National No Smoking Day and next year we will focus on encouraging women under 35 to quit. Using advertising, guerrilla marketing and online channels we aim to make people think twice before they light up a cigarette as well as supporting those whose New Year's resolutions may not have been successful. We will address the myths peddled by the tobacco industry that smoking is glamorous, aids weight loss and manages stress while supporting young women to stop smoking once and for all.

JANUARY

Lung Cancer Awareness Month



Lung Cancer Survivors; Monica Murphy, Marian Keegan, and Brian Caffrey; with Comedian Des Bishop at the launch of Lung Cancer Awareness Month.

January is Lung Cancer Awareness Month and this year the Irish Cancer Society will be highlighting the fact that with early detection, there is a chance of effective treatment and cure.

Irish Cancer Society spokesperson Norma Cronin said "the key to improving survival for lung cancer patients is early detection. This begins with people being aware of the signs and symptoms of lung cancer, going to see their GP if they are concerned and being referred on to a rapid access clinic for diagnosis and treatment."

The Society is strongly encouraging those concerned about lung cancer to call the Irish Cancer Society's National Cancer Helpline on Freefone 1800 200 700, or to visit their GP.

The signs and symptoms of lung cancer are:

- A cough that doesn't go away or a change in a long-term cough
- Feeling short of breath or wheezing
- Repeated chest infections that won't go away even after antibiotics
- Coughing up blood stained phlegm (sputum)
- Pain in your chest, especially when you cough or breathe in
- Fatigue and unexplained weight loss.

Budget Increase Amounts to Tokenism



We are most disappointed that the Government failed to seize the opportunity to increase the price of cigarettes by €1 in the budget. This would have reduced

the rate of smoking, particularly among younger people and raised a much needed €68 millions for the exchequer. The insignificant, 25c price increase will fail to achieve either. It would also have been appropriate to double the rate of corporation tax on tobacco companies, who continue to make substantial profits, this revenue could be used to offset the strain on our health services caused by smoking related diseases.



Galway Daffodil Day Committee

The Galway Daffodil Day Committee and Ann Flanagan (chairperson) present Justin McDermott of the Irish Cancer Society with a cheque for €70,000 raised in Galway City on Daffodil Day 2011.



Golf Marathon

Jarlath Cannon presents Justin McDermott of the Irish Cancer Society with €3,200 raised from a 72 hour golf marathon which took place over one day and four golf courses in Co. Donegal & Sligo.

Our work is almost entirely funded by voluntary donations, and none of it would be possible without the generosity and commitment of our amazing supporters. We wish to pay special thanks to the following individuals and organisations that have recently gone that extra mile to support the Irish Cancer Society.

➔ For more information on how you can support our work, email fundraising@irishcancer.ie or CallSave 1850 60 60 60.

Thank you..

Leinster South

The lads from 3 Men 1 Bike who cycled all around Ireland on a 3 person bike and raised €15,000.

The ladies of Harley organised the 3rd annual Pink Ribbon Ride out on the 31st October raised €2,000.

Munster

Christine Duggan helped organise Ireland's first Bra tug of War on the streets of Skibereen during the month of October in aid of Action Breast Cancer. €2,500 was raised and the event received PR coverage nationally.

Natasha Brosnan from Mitchelstown, Co. Cork organised a Halloween fancy dress party in aid of the Irish Cancer Society. She had a raffle, auction, and party and raised €1,750.

Waterford Students Union raised €1,250 for the Irish Cancer Society's Action Breast Cancer Programme.

Leinster North

Thank you so much to all the staff at the Snailbox Bar and Restaurant, Ashbourne for all their hard work on the 28th of October. They held a Trading Places Day where the chefs served and the waitresses helped in the kitchen. The day was a great success with €7,500 raised. 100% of the proceeds for the day went to Action Breast Cancer. We can not thank the staff of the Snailbox bar and Restaurant enough for their outstanding support.



The 11 O'Clock Clubs' annual Fun Mini Triathlon at the Forty Foot raised over €25,000.



Congratulations to the Relay For Life Dundalk Committee who raised €111,000 during their Relay For Life event on October 8th and 9th. This year there were 32 teams, 65 Survivors and 1,300 Candles of Hope sold. This was the third Relay For Life in Dundalk and each year it grows in size and funds.





Ballina to Croagh Patrick!

Kevin Cawley & friends present Justin McDermott with a cheque for €10,500 raised in memory of his brother Brian from a cycle & climb from Ballina to Croagh Patrick.

Roscommon Bed Push

Paul Condon from Boyle, Co. Roscommon organised his 2nd Annual Bed Push from Boyle to Carrick on Shannon, Co. Leitrim and back again. Paul raised €4,336! He is pictured on the road from Boyle to Carrick On Shannon, with his two sons.



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- Telefónica Ireland Limited ● Tesco Ireland ● The Honest Farmer
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- Unicare ● United Drug ● Watermark Cars
- Vhi Healthcare ● Vodafone
- Zurich

Helen Wycheney of the Celtic Ross Hotel, Rosscarbery raised in excess of €8,000 for Action Breast Cancer again this year. This is the third year of the event where ladies are asked to check into the hotel for a weekend of fun and pampering. This year Look Good Feel Better and the Reach to Recovery programme were also involved.

Niamh O'Connor from Carrigaline Community School, Co. Cork raised €1,100 as part of an Irish Cancer Society Secondary School fundraiser.

Ulster/Connaught

Thank you to Dave Brady and all the teams involved in the Brendan Hayes Memorial Cup Golf Classic. This year they raised over €12,000. They have been supporting the Irish Cancer Society for five years and their support is really appreciated.

Thank you to the Mac and Norman Tractor Rally committee for all of their support again this year. In 2011 they raised over €22,000 for the Irish Cancer Society from one single day of fundraising.

David Gordon and all in Mohill Fire Service Co. Leitrim for their fundraising day which raised €3,800 for the Irish Cancer Society!

Brian Cawley and friends, who cycled from Ballina to Westport in Co. Mayo and climbed Croagh Patrick in memory of his brother Kevin. They raised €10,500!

