

A newsletter for volunteers and friends of the Society

# highlight

Winter 2012  
[www.cancer.ie](http://www.cancer.ie)



Run, Walk & Roll (main cover pic)  
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**Irish Cancer Society**



# Welcome to Highlight!

Dear Friend,

**T**his year has been busy for the Society as we continue to deliver and expand our services to people with, and affected by, cancer.

2012 saw, amongst many things, the expansion of our Care to Drive service, the opening of new Daffodil Centres, new Community Health Education volunteers being trained, more cancer research projects being funded.

We could not do this work without your support. The money you raise through events, volunteering and sponsorship ensure that we are able to continue to provide services to people who need it.

Every euro raised makes a difference. Since our inception in 1963, we have seen a massive increase in demand for our services.

Now, more than ever, the services we provide are crucial.

Next year sees another landmark year for the Society as we celebrate our 50th anniversary. We hope you will celebrate this event with us.

*Super heroes don't shake buckets or sell daffodils. But ordinary heroes do.*

With warmest thanks,

*John McCormack*

John McCormack  
CEO  
Irish Cancer Society



## Snapshot

### What we've been up to in 2012



**Daffodil Day was a huge success**



**The third year of Shave or Dye was simply phenomenal**



**Saving Lives with Relay For Life**



**Hats off to all the entrants of the X-HALE Youth Awards**

Facebook and Twitter were buzzing with messages from supporters of Daffodil Day!



## Our New Chairman,

### Dr. John Kennedy

The Irish Cancer Society is pleased to announce the appointment of Dr. John Kennedy as its new chairman. Dr. Kennedy is one of the countries leading medical oncologists. He holds a Bachelor of Medicine, a Bachelor of

Surgery and a Bachelor of Obstetrics from the University of Dublin, Trinity College where he was awarded a first class degree and won the university Gold Medal in 1983. His training took him from Ireland to the United States where he started a Clinical Fellowship in Oncology at the Johns Hopkins University in Baltimore in 1987 where he rose to the position of Associate Professor of Oncology before returning to Ireland in 1998. He currently holds the position of Consultant Medical Oncologist at St. James's Hospital and St. Luke's Hospital. He is also the Chair of the Medical Board of St. James's Hospital. He is the immediate past Chairman of the All-Ireland Cooperative Oncology Research Group (ICORG), as well as past Chairman of the Irish Society for Medical Oncology (ISMO) and a previous member of the boards of St Luke's Hospital and of ARC. His major research interest is in breast cancer and he is the author and co-author of over 100 research publications.



Davy Russell and Jim Bolger at the Hurling for Cancer Research game in St. Conleth's Park, Co. Kildare.

## Hurling for Cancer Research

Irish hurling and horseracing stars pulled out all the stops for the Irish Cancer Society with their celebrity hurling match in St. Conleth's Park, Newbridge, Co. Kildare. Horseracing legend, trainer Jim Bolger, ably assisted by champion jockey, Davy Russell, organised the event which raised over €100,000 for cancer research.

Jim was joined by champion jockey, Davy Russell, who captained the opposition in the match, refereed by former Kilkenny hurling star, DJ Carey. Irish celebrities from sport, television and business turned out in force. Wexford All-Ireland winning manager Liam Griffin managed Jim Bolger's team assisted by racehorse trainer Aidan O'Brien, while Davy Russell's team was managed by Kilkenny Manager Brian Cody, assisted by Derby winning Jockey Kevin Manning.

There were no 'hurlers on the ditch' on the day with both sides fully committed to the cause, on and off the pitch. The match was umpired by Ryanair's Michael O'Leary, TV presenter Gráinne Seoige, former Olympian Ronnie Delany and Sunday Game analyst Colm O'Rourke. The teams were led out by the Artane Band and commentary was by Micheál O'Muircheartaigh.



## Focus on – Collaborative Cancer Research

The Irish Cancer Society has allocated €7.5 million, over five years, to funding a Collaborative Cancer Research Centre in Ireland. This aims to stimulate collaboration and sharing of resources by researchers and institutions in Ireland who are working towards a common goal. The new model will bring better integration in cancer research and care, which will lead to benefits in treatment and care for patients.

According to Prof. John Fitzpatrick, Head of Research at the Irish Cancer Society this is a significant step forward in stimulating collaboration in cancer research across disciplines and institutions and will be rolled out across the country.

Crucially the centre will allow researchers share resources rather than compete for funding, benefit from their combined expertise and work with industry or health agencies to implement findings more swiftly.

## Physical Activity Study

We are proud to announce that the recent study, supported by the Irish Cancer Society, into the effect of physical activity on cancer survivors, was selected to be presented to a conference in the USA. Known as the Murphy Programme, the study has shown that engaging in physical activity can improve quality of life if a minimum activity level is met and maintained.

The study involved 3 pilot studies run by the Irish Cancer Society, which measured the impact of a physical activity programme delivered in the community and at home. Currently, physical activity programmes are not prescribed as part of usual care in cancer rehabilitation practice.

The pilots involved an initial 16 week training programme based on walking and resistance training, followed by a 16 week progression phase and a one year follow up.

120 breast and colorectal cancer survivors participated and showed significant improvements in fitness with all groups reaching the required targets. Case studies also showed a positive impact on daily activities and the management of lymphoedema.



Enjoying the launch of Run, Walk and Roll

## Run, Walk and Roll

The Irish Cancer Society has launched a new fundraising event called 'Run Walk & Roll for Cancer Research'. This fun initiative invites runners, walkers and every kind of roller from scooters and skateboarders to wheelchairs, buggies and bikes to get out and about with family and friends to raise funds for cancer research. Everyone can participate regardless of age!

If you would like to hold your own Run, Walk and Roll event just pick a date and venue and CallSave our fundraising team on 1850 60 60 60 for information on organising your event. The money raised will go directly towards funding one of the many cancer research projects supported by the Irish Cancer Society.





## Understanding Leukaemia tumour cells and their survival

Research funded by the Irish Cancer Society at University College Cork has revealed a new mechanism to explain how aggressive leukemia cells avoid death and survive in the body, potentially offering a novel target for future therapeutic strategies. The study demonstrates how a critical oncogene or cancer-causing gene (FLT3) in Acute Myeloid Leukemia (AML) drives tumour cell survival by generating reactive oxygen molecules. These reactive molecules provide a crucial link from the oncogene to factors in the leukemia cells, allowing them to multiply in an uncontrolled and aggressive manner.

This significant research is led by Prof. Thomas Cotter and supported by Irish Cancer Society Research Scholar, Joanna Stanicka. Prof. Cotter's new research findings are an extension of a larger body of work that has been funded by the Irish Cancer Society since the 1990s. "We need to understand the molecular mechanism of leukemia in order to develop new and better treatments for patients," said Prof. Cotter "The Irish Cancer Society funding has been, and continues to be, central to our research at UCC as we search for ways to prevent the oncogene (FLT3) from being activated."

Acute Myeloid Leukemia is a disease that strikes both children and adults and is a difficult condition to treat. It is a cancer of the immature myeloid cells or blast cells, which are overproduced and crowd bone marrow, preventing it from making healthy blood cells needed by the body, and leading to an increased risk of infection. While AML is not a very common cancer, about 80 people were diagnosed with it in Ireland in 2009.

## Equal access to care

In Ireland, factors such as income and education can affect a person's ability to access medical services from uptake of screening programmes to diagnosis, swift access to treatment and follow up care.

As part of our mission to ensure that fewer people in Ireland get cancer and those that do will have better outcomes, the Irish Cancer Society funds patient-centred research. Inequality of access to services has been identified as an area that needs to be studied further so that we can ensure more people access cancer services.

The Irish Cancer Society will fund Health Inequalities in Cancer in Ireland Research Grants of up to €150,000 for projects that will help us identify ways of addressing these inequalities, meaning better results for more people.



## Link between Breast Cancer and Aspirin

New Irish research revealed at the 48th Annual Meeting of the American Society of Clinical Oncology (ASCO) by Dr Thomas Ian Barron, shows that there is a significant association between high aspirin exposure and reduced breast cancer mortality in women with stage I-III breast cancer. According to the study, low dose aspirin (75mg) accounted for 90% of aspirin use among women with high aspirin exposure, suggesting that the use of low dose aspirin may be sufficient to reduce mortality in women with stage I-III breast cancer. ASCO's annual meeting is a very important event in the context of Irish clinical oncology, and for clinicians all over the world.

Dr. Barron is one of twenty Irish-based researchers who presented at ASCO this year, six of whom are members of the Irish clinical trials organisation, ICORG, which is supported by the Irish Cancer Society. "Our research shows that there is a significant improvement in survival rates among women who are taking low dose aspirin at the point of breast cancer diagnosis," said Dr Barron. "Quite noticeably women diagnosed with breast cancer who were taking low dose aspirin consistently every day for a cardiovascular indication, for example, obtained the benefit of it and lived longer."



**For further information on the Irish Cancer Society's research programme or to make a donation, visit [www.cancer.ie](http://www.cancer.ie) or contact the Irish Cancer Society on Call Save 1850 60 60 60.**



## "Our Bottom Line" on Bowel Cancer Screening

Can you help us in our campaign to ensure that Government meets "Our Bottom Line" on bowel cancer screening by making it available to all who need it?

While the national bowel cancer screening programme is being implemented this year, we are concerned that it is initially only being offered to people between 60 and 69 years of age. As bowel cancer is most commonly diagnosed in people between 55 and 74 years of age, the screening parameters need to be widened to diagnose and treat more people successfully. Long-term funding for the programme must be assured, despite current economic difficulties.

To help ensure that screening meets Our Bottom Line, send an email to your local TD through our website at [cancer.ie/ican](http://cancer.ie/ican) or contact the Advocacy Team on 01 2310 540 for a postcard, which you can then send to your local TD.

## TACKLING TOBACCO

The Irish Cancer Society and the Irish Heart Foundation made a joint Pre Budget Submission to Government on the issue of tobacco. We are calling for Government to limit the supernormal profits the tobacco industry earns in Ireland. It currently takes 21% of the retail price of cigarettes. The high price of cigarettes is not because of Government tax, which is 79% of the retail price; it is because the tobacco industry has raised the price every year for the last 10 years despite arguing against tax increases to the Department of Finance. We are also calling for Government to commit to an annual tax escalator. The Irish Cancer Society believes that this should be 5% plus the rate of inflation.

Tax on hand-rolled tobacco also needs to be brought into line with cigarettes in order to discourage trading down to this cheaper alternative and to discourage loose tobacco becoming a cheaper option for young people to start smoking.



## Women and Smoking: Time to Face the Crisis

In July, the Irish Cancer Society held a landmark conference highlighting the fact that one third of women smoke and for the first time, more women in Ireland are dying from lung cancer than from breast cancer.

The conference, held in association with the National Women's Council of Ireland brought together health professionals, women's organisations, and policymakers to address this crisis.

Participants heard how the tobacco industry aggressively targets young girls and women through packaging design and advertising that links smoking to glamour and sophistication. The fact that women living in disadvantaged circumstances are over twice as likely to smoke was also discussed.

The Irish Cancer Society gained valuable insights into how we need to support women to help them stop smoking and to take back control of their lives, health and looks.



## Not a sunny outlook

The Irish Cancer Society has reiterated its call to Government to publish sunbed legislation with immediate effect. In the absence of government regulation in this area, the Irish Cancer Society carried out an undercover survey of tanning shops in Dublin. This revealed that the levels of care tanning operators have for their users, fall far short of ideal.

All seven tanning shops visited by our fair skinned, 17 year old, encouraged her to use sunbeds, despite the International Agency for Research on Cancer (IARC) in 2009 finding that there is a 75% increase in the risk of melanoma when people begin tanning on sunbeds regularly before the age of 35.

In light of this, the Irish Cancer Society does not believe there is any reason for the delay in publishing the legislation, given it has cross-party support and will help save lives. We urge the government to publish the Public Health (Sunbeds) Bill as soon as possible.



# X-HALE Youth Awards



This year, 14 youth groups were given X-HALE Youth Awards by the Irish Cancer Society for their projects to encourage people in their communities to stop smoking and to create awareness for young people to make informed decisions about a smoke-free lifestyle. The aim of the X-HALE programme is to reduce the uptake of smoking among teenagers and adults. The vast majority, 80% of smokers, have been smoking since before they were 18 years old.

Over 200 young people attended the X-HALE Youth Awards Film Premier. The Oscar-themed event, which took place in the Lighthouse Cinema in Dublin, saw the 14 youth groups send a rallying call to their peers about the impact of smoking, all through the medium of film. 14 films were screened at the event and in the build up to the event an online poll for the films was created and 4,600 votes were placed for the "most popular online film". RESIN from Limerick were awarded the most popular online film with

Foróige Knocknacarra winning "the Peoples Choice Award" as voted by the audience on the day.

## Award Winning Campaigns

### Carlow Regional Youth Service

Project: Don't be the reason someone else starts to smoke... sharing is NOT caring

### Tipperary Regional Youth Service,

Project: Lungs on the Run

### Sphere 17 Regional Youth Service,

Project- S'Up Smoking

### Foróige - Kilkenny

Project: A short film and poster campaign which highlights the main issues around smoking for young people.

### Youth Work Ireland Monaghan

### Castleblayney

Project: "Smoking – the truth about what it does"

### Foróige Tallaght Youth Services

Project: Let's Kick Butts

### Foróige Knocknacarra Youth

### Development Project,

Project: Health and Well-being X-HALE Project

### Moore Foróige Club, Athlone

Project: CSI – Moore Foróige Investigators

## RESIN & STEPS

### School Completion

Programme, Limerick

Project: Let Weston

### X-HALE

### ECO-UNESCO, Dublin 2

Project: ECO – Youth

Choices- It's your

choice, it's your life

### Newbridge Youth

### Project,

Project: Stomp and Think

### Youth Work Ireland

### Galway, the Loughrea

### Project

Project: "Adbusters – the real face of tobacco"



Irish Cancer Society Christmas cards are available now in all good Christmas card retailers and online at <http://www.cancer.ie/get-involved/>



## Relay For Life Summit

The Irish Cancer Society was chosen to host this year's European Relay For Life Summit. The two day summit focused on how 'We Save Lives', through Relay For Life in communities around the world. Over 90 staff and volunteer delegates, Irish, European and American, attended training and workshops around Relay For Life and shared their experiences. Attendees discovered how Relay is helping save lives in their communities through funding research and providing better services to cancer patients and their families. The aim of the summit is to re-energise delegates from around the globe with a view to growing Relay even further in the future.

Relay For Life is a community celebration where teams of participants take to the track for 24 hours to symbolise the fact that cancer never sleeps. This year alone over 5,000 Irish people have participated in local Relay For Life events, remembering those touched by cancer. In 2013, the number of events in Ireland will reach 12, making us part of a global Relay For Life community, which has four million participants in 6,000 events every year.

## FIGHTING CANCER IN YOUR COMMUNITY

The Irish Cancer Society's Community Health Education Programme (CHEP) has 50 enthusiastic volunteers trained to deliver key cancer prevention and early detection messages to their communities through awareness talks and stands. Over the last year, up to 60 CHEP events have taken place in communities across the country on the following topics:

- Living a Cancer Smart Lifestyle •Women & Cancer •Men & Cancer •Smoking •Skin Cancer

Feedback from the events include the following positive comments:

'The two CHEP volunteers were very professional, kind, approachable and informative'

'All participants found the session to be worthwhile'

'The CHEP information stand was important in teaching the message we wanted to convey through our health information month.'





Emer O'Toole, Centre Volunteer and RTE's John Murray pictured at the launch of the Daffodil Centre, Tallaght Hospital

## Tallaght Hospital Daffodil Centre Launched

In August, the Irish Cancer Society launched its most recent Daffodil Centre in Tallaght Hospital, with the help of RTE's John Murray. Since the project started in 2009, the Irish Cancer Society have opened Daffodil Centres in Galway University Hospital, Beaumont Hospital, Mater Misericordiae University Hospital, Bon Secours Hospital Cork, St James's Hospital, Tallaght Hospital and Hermitage Medical Clinic.

The Daffodil Centres are run by Irish Cancer Society specialist cancer nurses and trained volunteers, and provide an information service on-site in the hospital, where people affected by or concerned about cancer can receive information and support. So far over 9,000 people have visited the centres this year and more than 11,000 have attended awareness stands.

New centres are planned for Cork University Hospital, Waterford Regional Hospital, Midwestern Regional Hospital - Limerick, Letterkenny General Hospital, St Vincent's University Hospital, St Luke's Hospital and Midland Regional Hospital - Tullamore. We hope to have all these centres open over the next two years.

## CARING FOR THOSE WITH BREAST CANCER

The Irish Cancer Society recently held its free annual conference 'Supporting People with Breast Cancer' in Dublin Castle Conference Centre. Breast Cancer is the most common cancer in women in Ireland with women having a 1 in 10 chance of developing it during the course of their lifetime. This free conference was hosted by Action Breast Cancer, a programme of the Irish Cancer Society in association with Reach to Recovery, the Society's Survivors Supporting Survivors Programme for women diagnosed with breast cancer with volunteers providing emotional and practical support nationwide.

Over 250 women and men who have had been through a breast cancer diagnosis attended the day long conference. Afternoon workshops explored issues relating to survivorship, sexuality, diet and exercise, menopause, lymphodema (a common side effect of breast cancer surgery) and mindfulness amongst other topics. Tailored sessions were held specifically for women under 45 and for those with a secondary breast cancer diagnosis which was kindly supported by Novartis Oncology.

To find out more or for advice and support on any aspect of breast health or breast cancer, call the National Cancer Helpline on Freephone on 1800 200 700 or visit [www.cancer.ie](http://www.cancer.ie).

## BUILDING EFFECTIVE CANCER SUPPORT SERVICES IN IRELAND

The Irish Cancer Society is proud to be supporting psycho-social care for cancer patients and their loved ones in the community. In 2012, we offered grants totalling over €300,000 for professional counselling services and delivered first-rate training for cancer support services staff, volunteers and board members all around the country. 48 community based cancer support services are now affiliated to the Irish Cancer Society and have availed of our fully funded training and events in Portlaoise, Tuam, Kilkenny, Sligo, Waterford and Dublin.

Our Affiliates range from small peer support groups to large professionally run cancer support centres and include all points in between!

Look for this sign in your local cancer support center.



## DRIVING SUCCESS

Care to Drive, is continuing to grow at pace. The service is currently available in ten hospitals (St. Vincent's University Hospital; Sligo General Hospital; St. James's Hospital; Letterkenny General Hospital; the Mater Misericordiae University Hospital; Mid-Western Regional Hospital, Limerick; Portlaoise Hospital, Ballinasloe; Tallaght Hospital; Connolly Hospital, Blanchardstown; Midlands Regional Hospital, Tullamore) with plans to open the service in another one by the end of 2012 (Waterford Regional Hospital). This will bring the total number of hospitals offering this much needed resource to eleven. We say 'much needed' because since the start of the year, we have now doubled the number of clients we are transporting from 68 a month to over 160. This means that over 450 appointments a month are being accommodated by our fantastic bank of 700 volunteer drivers. We are also delighted to announce that we will be partnering with the following hospitals in 2013—Cork University Hospital; the Mercy University Hospital, Cork; Kerry General Hospital & Galway University Hospital. Onwards and upwards!



## MOVEMBER WHERE MOUSTACHE IS KING AND KNOWLEDGE IS POWER

Hair in Movember gone in December, the Movember campaign was back in full force for its fifth year with Irish men offering up their upper lip as a billboard for men's health. Last year 15,500 Mo Bros and Sistas raised over €1.7 million for men's health in Ireland with over 854,000 Mo Bros and Sistas raising €92.4 million worldwide. Amongst some of the men who joined many Irish Mo Bros on their quest for facial hair doMOnation were Irish rugby international players, Jamie Heaslip and Cian Healy, Italia 90 stars Ray Houghton, Packie Bonner and Tony Cascarino.

Remember Movember is not just for the boys, behind every great Mo Bro is an even greater Mo Sista. Girls really got into their role of Mo Sista this year by encouraging the men in their life to grow the Mo. All the money raised in Ireland goes directly to the Irish Cancer Society's Action Prostate Cancer programme.

### SHAVE OR DYE

Look out for Today FM's Shave or Dye next year. We are really looking forward to the third year of this amazing campaign that touches so many people – we hope you'll be getting involved next year – keep an eye on [www.cancer.ie](http://www.cancer.ie) for more information.



If you are concerned about cancer call the National Cancer Helpline on Freefone 1800 200 700

## New 'Get the Girls' Campaign

The Irish Cancer Society's Get the Girls campaign, previously

known as Pink Ribbon appeal received a brand new image.

The Get the Girls appeal, which called on ladies across Ireland to come together and Get the Girls doing something to help combat breast cancer by raising funds for vital breast cancer research in Ireland.



An amazing response was received with women of all ages coming together and organising fun events. Speaking about the new campaign, which is kindly supported by Centra, Professor John Fitzpatrick, Head of Research, Irish Cancer Society said, "Research is absolutely vital for future improvements in cancer detection, treatment and diagnosis, and to ensure more and more people survive. We have made significant advances in breast cancer over the years. One in ten women in Ireland will get breast cancer. Last year, the Irish Cancer Society invested €3.1 million in cancer research, €700,000 of which was invested in breast cancer research. The Irish Cancer Society is committed to continuing its investment in cancer research, and we know that the next ground breaking discovery is not far away."

**Thank You to everyone who participated in the Get the Girls campaign. If you haven't banked your money, please do it now, so we can get your funds, making a difference, straight away.**

## SUPPORTING MEN WITH PROSTATE CANCER

On Saturday, 24th November the Irish Cancer Society held its third annual 'Supporting Men with Prostate Cancer' conference at the Croke Park Conference Centre as part of its activity during Prostate Cancer Awareness Month. This free conference was open to anyone who has been affected by prostate cancer and was hosted in association with Men Against Cancer (MAC), the Society's support programme that puts prostate cancer survivors in touch with newly diagnosed men with prostate cancer. Over 100 men attended and issues relating to sexuality, survivorship, incontinence, erectile dysfunction and the psychological side effects of having prostate cancer were covered. Speakers included Mr. Richard Power, Consultant Urologist and Transplant Surgeon, Beaumont Hospital; Ms. Dee McKiernan, Counselling Psychologist, St. Vincent's Hospital and Ms. Helen Forristal, Urology Nurse, St. Vincent's Hospital.

## Survivorship Conference

In 2013, as part of the 50th Anniversary celebrations, the Society will hold one major cancer survivorship conference with the patient, family and those who care for them at the centre of the event. This high profile event, will include talks from several key international speakers, bringing together 900 patients, families, carers, support services and health care professionals over the course of two days. The conference will take place in Autumn 2013, date to be confirmed.



## Legacy Gift

Imagine using your will to improve cancer treatments and patient care. After you've taken care of family and friends, the Irish Cancer Society needs your help to find better treatments for cancer. Ireland's next breakthrough with cancer could start with you. Please consider asking your solicitor to make a simple addition to your will to leave a gift to the Irish Cancer Society. For more information, please contact Maria at 01 2316629 or at [mdouglas@irishcancer.ie](mailto:mdouglas@irishcancer.ie)

## Trek4Life in Jordan

*'These boots were made for walking'*



98FM's Gossip Girl, Siobhan O'Connor laced up her hiking boots and joined the Irish Cancer Society's Trek to Jordan in aid of Cancer Research. Accompanied by 12 other enthusiastic Irish travellers, each trekker had been personally touched by cancer. The 10 day adventure took the courageous trekkers from the shores of the Dead Sea, deep into the desert and onto the hidden city of Petra.

Speaking about the trip Siobhan said "On our last day in Jordan, we were transported to the very spectacular Wadi Rum where we felt like Lawrence of Arabia and enjoyed a camel ride after which we headed to Aqaba and got to chill out by swimming in the Red Sea. Our journey was complete and the gruelling heat of the desert all but a dream but the memories will last forever. Our trip to Jordan raised over €90,000 which will help fund Irish Cancer Society research."

Next year, we are organising treks to the Camino, Santiago de Compostela in June & September 2013 and Kilimanjaro in late October. Contact us on 1850 60 60 60 or email [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie) for details on these exciting adventures!

## BON SECOURS HOSPITAL DAFFODIL DAY CHEQUE PRESENTATION

The launch of a new website [www.breastcare.ie](http://www.breastcare.ie) by the Specialist Breast Care Centre at Bon Secours Hospital, Cork coincided with the presentation of a cheque of €10,000 to the Irish Cancer Society. The money was raised by the hospital staff who held events to mark the 25th anniversary of Daffodil



L-R: Nora Barrett, Daffodil Centre volunteer, Joan Kelly Irish Cancer Society, Rose O Dea, Irish Cancer Society, Harry Canning Bon Secours Hospital Manager

## Our Cancer Information Service hits social media!

This year during breast cancer awareness month we featured some photos on our Facebook page taken by Alison Baker Kerrigan. Here's a snap shot of some of the best!

**Give them the once over**



**Handle with care!**



## LIVE Q&A SESSIONS FOR THE FIRST TIME EVER!

Our Cancer Information Service nurses recently held three live Q&A sessions for the first time ever. The first was for Breast Cancer and was held on September 12th, 2012. We received numerous private messages, which were later answered without sharing the details of the person who asked them. This was the case for all three Q&A sessions. On the day, the live thread was seen by 11,574 people, received 50 Likes, 35 Comments and 17 Shares.

The second live Q&A was also for Breast Cancer and was held on October 24th, 2012. On the day, the live thread was seen by 8,024 people, received 37 Likes, 40 Comments and 1 Share.

The third live Q&A was for Prostate Cancer and was held on November 24th 2012. On the day the live thread was seen by 10,760 people, received 30 Likes, 24 Comments and 3 Shares.

# Thank you...

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](mailto:fundraising@irishcancer.ie) or CallSave 1850 60 60 60.



## North the climb

Thank you to Patrick Cunningham and friends for their donation of over €8,000. They raised this by organising a group to climb Carrauntoohill Mountain. The group did fantastic work, raising a lot of money that will go a long way.



## Golf Tournament

Roy Fetherston hosted a very successful Golf tournament in memory of his Mum who passed away from cancer. Roy and daughter Cassie presented an initial cheque to the Society, but this inaugural event went on to raise €5,940.



Thank you to Bairbre Kelly and Nicola Connolly-Byrne who organised the fantastic Pink and Bling event in the Black Bull Inn, Drogheda. The night was a huge success with 250 tickets flying out the door.

## Leinster South

John Walsh and the team at Dun Laoghaire Golf Club raised €15,262 from their golf tournament. A great day was had by all at this stunning location. Thank you to all involved.



"Thanks to the 11 o'clock Club who have raised over €200,000 over the last eight years!"

Aidan Murphy and Paul Quinn have raised a fantastic €11,000 by cycling to Australia. The lads are still en-route, taking in some wonderful locations.



## Leinster North

Thank You to Joe Fitzpatrick for organising the 20th Anniversary Slieve Bloom Walk in June. This year was as successful as ever with over 60 people turning out for the walk with nearly €6,000 raised! Thank you to everyone who came along to take part!



"We would like to thank the committee of the Kells Pink Ribbon Walk for another outstanding year. This year they increased their funds raised to a fantastic €85,000. This is not an easy task and we appreciate all the hard work involved."

Thank you to the organising committee of the JFK 50 Mile walk which took place in Oldcastle, Co Meath. The group raised over €47,000 from the walk. This target would not have been reached if it wasn't for the locals who came out to support and took part in the walk.







### Night Walk for Night Nurses

Boots have raised over €61k from their first ever Night Walk for Night Nurses which took place in locations nationwide and over 800 staff participated.



### A Wheelie Good Cause

A massive thank you to GSK for its Wheelie Good Cause Event, which took place in Dungarvan, Co. Waterford and raised over €20,000 for the Irish Cancer Society.



### Swimming with the tide

A great big thank you to the 100 teams who took part in Musgraves 11th Annual Triathlon in Farran Woods, Co. Cork. The dedication and generosity of participants who swam, ran and cycled and of their sponsors helped raise much needed funds for the Irish Cancer Society.

TravelTrade  
- Various  
companies from the  
Travel Trade got together  
and organised a fun family  
event which raised an  
amazing €17,500.

Today  
FM –  
Congratulations to  
Gill Waters for winning  
a People of the Year  
Award this year for all  
her hard work on  
Shave or Dye.

Centra  
- Centra Retailers  
organised over 80 Pink  
Umbrella Walks as well as  
other events during October  
to benefit the  
Irish Cancer Society's  
Action Breast Cancer  
programme.

KPMG  
A big thank-you  
to all KPMG staff for  
raising €125k to fund  
the building of the new  
Daffodil Center in the  
Mater Hospital.

## Our Corporate Partners

### Munster

Thank you to Geraldine Hegarty and her family from Fermoy, Co Cork who organised a hugely successful sponsored walk in Araglen raising an amazing €21,320.19 in memory of her mother Kay Finn who had recently passed away. The money raised was Geraldine's way of thanking the Irish Cancer Society for looking after them and their mother in her final days.



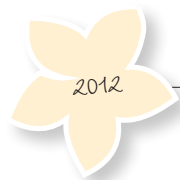
Shanagolden  
Guest Fest Fundraiser  
3rd – 5th August 2012  
Ann Marie Healy who organised the fundraisers is pictured presenting Justin McDermott with a cheque for €1921.07. The proceeds of the Fundraiser, which took place in Co. Limerick, will go a long way.

### Ulster/Connaught

Thank you to Bernie McGinn who raised €20,704.50 from a "Mad Hatter's Tea Party" and "The Mad Hatter's Hair Party" in Roscrea, Co Tipperary. Bernie has survived Ovarian Cancer twice and is currently undergoing treatment for a third time. Bernie you are a true inspiration to us all and everyone at the Irish Cancer Society wishes you a swift recovery.

Tom  
Cuddy Memorial  
Golf Classic 2012.  
Family and friends of the late Tom Cuddy are pictured presenting Justin McDermott of the Irish Cancer Society with a cheque for €14,186.69, the proceeds raised from their golf classic organised in memory of Tom Cuddy, which took place in Rosse Point Golf Club on 29th June 2012.





# What's on in 2013

2013 is a big year for the Irish Cancer Society. We celebrate the fact that we have been working for and on behalf of everyone in Ireland who is affected by cancer for 50 years. We have been striving to ensure that fewer people in Ireland get cancer, and those that do get the best care, treatment, information and support. We will be marking the 50th anniversary in different ways throughout the year. Stay tuned to [www.cancer.ie](http://www.cancer.ie) and Highlight magazine for updates.

January	February	March	April	May	June
Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5	1 2	1 2	1 2 3 4 5 6	1 2 3 4	1
6 7 8 9 10 11 12	3 4 5 6 7 8 9	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11	2 3 4 5 6 7 8
13 14 15 16 17 18 19	10 11 12 13 14 15 16	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18	9 10 11 12 13 14 15
20 21 22 23 24 25 26	17 18 19 20 21 22 23	17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24	16 17 18 19 20 21 22
27 28 29 30 31	24 25 26 27 28	24 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31	23 24 25 26 27 28 29
July	August	September	October	November	December
Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6	1 2 3	1 2 3 4 5 6 7	1 2 3 4 5	1 2	1 2 3 4 5 6 7
7 8 9 10 11 12 13	4 5 6 7 8 9 10	8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
14 15 16 17 18 19 20	11 12 13 14 15 16 17	15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
21 22 23 24 25 26 27	18 19 20 21 22 23 24	22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
28 29 30 31	25 26 27 28 29 30 31	29 30	27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

## Month/Events

## Location

## Date

### January 2013

Lung Cancer Awareness Month

Nationwide

January

### February 2013

Today FM's Shave or Dye

Nationwide

February

Relay For Life UCC

Cork

22nd -23rd February

### March 2013

Daffodil Day

Nationwide

Friday, 22nd March

Relay For Life - Trinity College

Dublin

March

Celebration of Research

Dublin

March

### April 2013

Bowel Cancer Awareness Month

Nationwide

April

Relay For Life - UCD

Dublin

10th & 11th April

### May 2013

Relay For Life - Donegal

Donegal

25th & 26th May

### June 2013

Relay For Life - Tralee

Kerry

29th & 30th June

Relay For Life - Carlow

Carlow

21st & 22nd June

Trek4 Life Camino

Spain

22nd June

### July 2013

Relay For Life - Kilkenny

Kilkenny

20th & 21st July

### August 2013

Relay For Life - Ballinasloe

Galway

August

Relay For Life - Tipperary

Tipperary

August

Relay For Life - Dundalk

Louth

August

Relay For Life - Kildare

Kildare

August

Hurling for Cancer Research

Kildare

August

### September 2013

Relay For Life - Castlebar

Mayo

September

Trek4 Life Camino

Spain

20th September

### October 2013

Breast Cancer Awareness Month

Nationwide

October

Get the Girls campaign

Nationwide

October

Trek4 Life Kilimanjaro

Tanzania

25th October

### November 2013

November / Prostate Cancer Awareness Month

Nationwide

November

Research Awards Ceremony

Dublin

November

### December 2013

Christmas Card Appeal

Nationwide

December- dont forget to get your Irish Cancer Society Christmas cards