

Walk, Race, Cycle & Ride against Cancer-Saturday 1st February, 2020, 7:00am

Commemoration EventTuesday 4th February, 2020, 9:00am

Transcorp Hilton, Abuja.



#WorldCancerDay #ChokeCancer #IAmAndIWill

POWERED BY:







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Project PINK BLUE
won the WORLD CANCER DAY SPIRIT AWARD World Cancer Congress in Kuala Lumpur, Malaysia.



e are project PINK- Health & Psychological Trust Centre (CAC/IT /NO 73960) defined by dynamic change agents engaged in creating awareness, providing free cancer screenings, supporting people batting with cancer, patient navigation, mobilizing volunteers for medical missions to poor, rural and hard –to-reach communities with the aim to reduce the incidence of cancer and phase-out late/advanced diagnosis of cancer in Nigeria. We are passionate about changing the way our people think about cancer in Nigeria, as we are driven by the fanatic passion to contribute to the change we want to see in Nigeria's healthcare sector!

Project PINK BULE is the winner of the noble and prestigious CIVICUS Nelson Mandela-Graca Machel innovation Award at the international Civil Society Week, Johannesburg, South Africa, Abuja; Semi-Finalist in the Big C Competition by lives STRONG Foundation, Austin, USA; One of the 1000 enterprises of Tony Elumelu Entrepreneurship programmer (TEEP), 2015 and Winner of Union for International cancer control (UICC) SPARC MBC Challenge Grant 2015, Lisbon, Portugal.

OUR MISSION: Stimulating Actions Against Cancer in Africa

OUR VISION: An Africa without late detection of cancer!

OUR IMPACT

33 Screening projects

25 Awareness projects

27382 Free Breast & Cervical Cancer Screenings

2536 Prostate Cancer Screenings

50 People tested of Hepatitis B screenings

4 Treatment of Cervical Lesion

50 Survivors

15,890 Breast self-Examination Guides and cancer information materials

Over 40 million indirect reach through over 40 TV&Radio appearances including on Reuters and CCTV, newspapers, and social media.



STATEMENT OF NEEDS

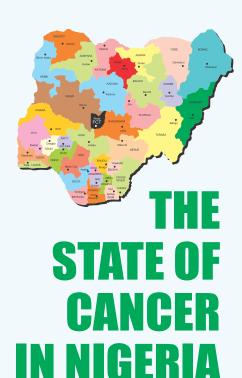


orld Cancer Day has grown and matured into one of the most talked about health days in the calendar, with the 2015 campaign breaking all previous records. Media opportunities to see hear or read about World Cancer Day exceeded 10.7 billion, a truly magnificent result driven by the actions of hundreds if not thousands, of individuals across the World committed to addressing cancer.

World Cancer Day 2019 marks the beginning of a new three-year campaign 'I Am And I Will.' It will explore how everyone- as a collective or as individuals —can do their part to reduce the global burden of cancer.

Just as cancer affects everyone in different ways, all people have the power to take various actions to reduce the impact that cancer has on individuals, families and communities. World Cancer Day is a chance to reflect on what you will do, make a pledge and take action. Whatever you choose to do, 'I Am I Will.' make a difference to the fight against cancer.

www.worldcancerday.org



Cancer is leads to over 70,000 deaths per annum. This number is set to increase given that there are 115,950 new cases of cancer every year.

Over 31 Nigerian women die every day from Breast cancer. Cervical cancer is virtually 99% preventable, and yet it kills over one Nigeria women every hour.

Death from prostate cancer is easily preventable if detected early; yet it kills over 15 Nigerian men every day.

1 in every 8 Nigerian is living with viral hepatitis and 15 - 40% of the persons will develop liver cirrhosis and/or liver cancer.

It is approximated that 1,956 colorectal deaths occured in Nigeria in 2018. Colorectal cancer is the third most common cancer in Nigerian men (after prostate and liver cancer).

Breast cancer is one of the commonest form of cancer and the leading cause of cancer death in women in their prime, at the age when women are highly resourceful and making significant difference in the nation.

Join Us to change this narrative and reduce cancer deaths in Nigeria!

EARLY DETECTION AND TREATMENT SAVE LIVES!



EVENT DESCRIPTION

WORLD CANCER DAY





Saturday 1st February, 2020, 7:00am

- ١. Aerobics & exercise
- ii. Fund-raising for Cancer Patients
- Free breast, cervical & postrate cancer screening treatment for abnormal lesion: cryotherapy iii.
- Dance against cancer iv
- ٧. Audio- visual awareness
- Free breast kits and breast self-examination guide vi.
- vii. Cancer lectures
- Presentations. viii.
- viii. One million signature against cancer

WORLD CANCER DAY **Commemoration Event**

Transcorp Hilton, Abuja. Tuesday 4th February, 2020, 9:00am

orld Cancer Day 2020 in collaboration with National Cancer Control Programme (NCCP) of the Federal Ministry Of Health features commemoration event, which is a platform to bring stakeholders together to discuss what we already know about cancer and what we need to know about cancer.

THEME:

Universal Health Coverage & Cancer

Sub-Theme: We Can, I Can Increase Funding for Cancer Control in Nigeria.

Special Guest of Honour & Keynote Speaker:

Honourable Minister of Health

Special Guest of Honour & Speakers

Gen. Yakubu Gowon (Rtd), former, Head of State of Nigeria.

H.E. W. Stuart Symington, United States Ambassador to Nigeria

H.E. Eric Mayoraz, Ambassador of Switzerland to Nigeria, Niger and Chad.

Dr. Tony O. Elumelu, Chairman, Heirs Holding

Tunde Ayeni, Former Chairman, Skye Bank Plc.

Zoleka Mandela, Daughter to Nelson Mandela and two-time Breast Cancer Survivor

Wole Soyinka, Nigeria Nobel Prize Winner and Prostate Cancer Survivor

Features

Panel of Discussion

Official Launch of Upgrade Uncology: Medical oncology Training, a programme funded by the US Embassy in Nigeria.

Three-years Anniversary of the Abuja Breast Cancer Support Group (ABC-SG)



WORLD CANCER DAY 2015













Honourable Minister of Health, Prof. Issac Adewole with the Deputy Chairman House Committee on Health, Honourable Mohammed Usman speaking at the World Cancer Day 2016 conference held in Sheraton Hotel Abuja.





WORLD CANCER DAY 2016





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SPONSORSHIP

SPONSORSHIP	BRONZE	SILVER	GOLD	PLATINUM	PINK
BENEFITS	N100,000	N200,000	N500,000	N2,000,000	N5,000,000
Logo appearance on all social media plaforms	1	1		✓	1
Logo appearance on the sponsor wall at the event	✓	✓	✓	✓	✓
Logo appearance on the event website @projectpinkble.org		✓	✓	✓	✓
Logo appearance on all the billboards, print media	✓	✓	✓	✓	✓
Logo appearance on the jerseys and T-shirts			✓	✓	✓
Logo appearance on the program booklet	✓	✓	✓	✓	✓
Breast cancer free screening to all the employees of company.			✓	✓	✓
Cancer Award of Achievement Medal presented to you on event day				✓	✓
A booth stand at the event offer attendees an interactive brand experience			✓	✓	✓
Allocated space to position your companies roll-up banners and distribute other promotional materials			✓	✓	✓
VVIP access to celebrity all star photo-shoot line-up			REG	VIP	✓
Celebrity mentions on social media platform			30%	50%	✓
Interview mentions on all media appearance			30%	50%	✓
World Cancer Day Pre-Event 'PINK CARPET' hosted at company's office with our celebrity partners, media sponsors, collaborators, healthcare partners and selected guests				PASS	✓
Official Presentation of the World Cancer Day T-shirt to the Honourable Minister of Health in Abuja will be done with the company's representative.				PASS	✓
Print, Broadcast and Social media Marketing Acknowledgement as Pink Sponsor					✓
Stage Address of attendees and Full Access AD slot for promotional content.					✓

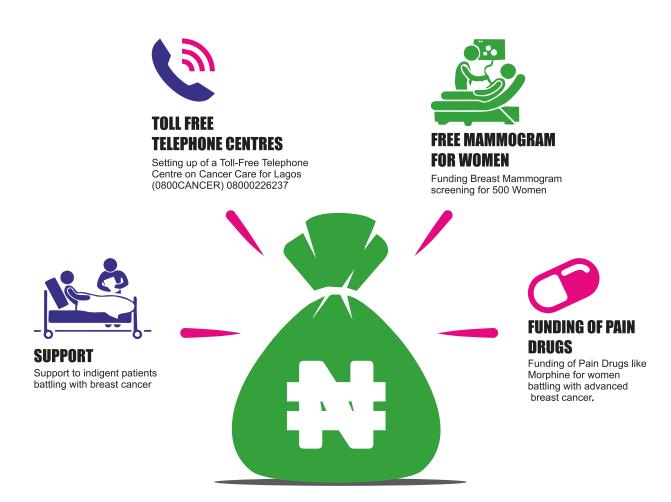
All cheque or funds for corporate partnership/sponsorship should be written/transferred to:

Account Name: HEALTH & PSYCHOLOGICAL TRUST CENTRE
Account No: 5600285654
Bank: Fidelity Bank Plc





Project PINK BLUE and all her partners plan to raise N20,000,000 which would be used for the following projects:



MEDIA SPONSORS

Over 86 Bloggers, M-net, BBC, Reuters, CNN, Aljazeera, Channels TV, NTA, TVC, AIT, over 35 Newspapers and several Social Media influencers are already keying into this first Nigeria's premium BREAST CANCER AWARENESS THAT WOULD be seen by over 130million Nigerians in Nigeria and over 200million people globally.

BACKPAGE PHOTO:PROJECT Pink Blue volunteer, Emuophedaro Ochuko during the 2019 World Cancer Day Walk in Abuja. © Project PINK BLUE Health & Psychological Trust Centre



