

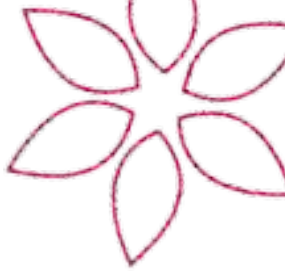
# #PLAYINPURPLE



The Australian Pancreatic  
Cancer Foundation



# #PlayinPurple 2021 The campaign explained



Click on the image or link to play the 2021 promo video on YouTube:

<https://www.youtube.com/watch?v=FEhCYnN0vv8>

# #PlayinPurple

How does the campaign work?

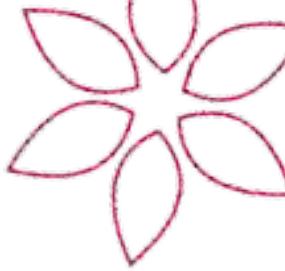
On one weekend of the regular season grassroots football clubs and associations Australia wide get behind the campaign and play their round in purple socks to raise awareness for pancreatic cancer.

The clubs and associations are provided **#PlayinPurple** packs containing simple but effective key messages, flyers and posters that educate and allow everyone to easily help raise awareness.

The high-quality purple socks are available in three sizes and easily purchased online, and delivered nationwide with Australia Post.

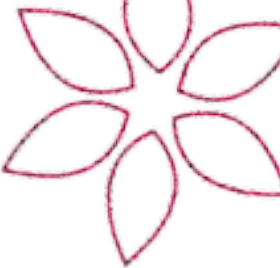
The campaign is launched in mid-February with socks ordered online in time to reach clubs for their **#PlayinPurple** round in June on a weekend that best suits the individual club.

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

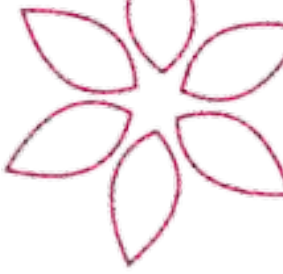


# #PlayinPurple

Embraced universally by players of all ages, genders & geographies



# #PlayinPurple Media coverage across the nation



The Daily Telegraph website screenshot. The article title is "Purple Football Pro Training" with a price of \$12. Below the title is a photo of Isabella DiManno with Putney Rangers players. The caption reads: "© Isabella DiManno with Putney Rangers players Jean Claude DiManno, Stephen Pascoe, Oliver Wenderski, and Taylor Carrad. Picture: DAVID SWIFT".

**Avner Pancreatic Cancer Foundation**  
April 10, 2018 · 🌐

Are you involved with a community sporting club and would you like to raise awareness about #pancreaticcancer? Then you need to know about the #PurpleSocks campaign information or to sign-up your club, follow the link below: <http://www.avnersfoundation.org.au/.../going-purple-for-pancreatic-cancer>

#goingpurpleforpancreatic #shootingforagol #avnersfor #makingsurvivalpossible



Football NSW website screenshot. The main navigation bar includes: HOME, NEWS, COMPETITIONS, ASSOCIATIONS, CLUBS, PLAYERS, COACHES, REFEREES, SCHOOLS. The featured article is titled "PLAYING IN PURPLE FOR PANCREATIC CANCER". Below the title is a large photo of children in purple socks. To the right, there is a "LATEST NEWS" section with a sub-header "FFA CONVENES NATIONAL BUSHFIRES WORKING GROUP".

Facebook post from Avner Pancreatic Cancer Foundation, dated July 25, 2018. The text says: "A great big thank you to Ryde Panthers Football Club who painted the football field purple over the weekend! Players from all different levels and age groups pulled on their #PurpleSocks and took to the field to promote community awareness and support for #PancreaticCancer research. Congratulations on your #AwesomeCommunitySpirit!". The post includes a photo of a football team in purple socks.

Seaforth F.C. 2019 ANNUAL REPORT. The text states: "The Purple Socks for Pancreatic Cancer campaign grew across Australia this year and we are proud to announce that out of every club that participated nation-wide, Seaforth FC was the biggest contributor with 582 pairs of Purple Socks purchased and worn passionately on the field. The Avner Pancreatic Cancer Foundation said, 'this is an exceptional effort by a single club, and we are incredibly grateful to Seaforth Football Club and their members for this support, and for getting behind such an important cause'." Below the text are two photos of players in purple socks.

Leader Community article titled "Change your socks for Pancreatic Cancer" by John Waage. The article features a photo of a football team in purple socks and text that reads: "Since its inception in 2015, the 'Purple Socks' Campaign for Pancreatic Cancer has grown into a nation-wide initiative with participation by over 3000 players and three sporting codes across Australia."

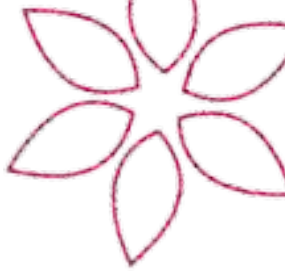
Perth Glory FC website article titled "#PLAYINPURPLE WA pitches set to turn purple for pancreatic cancer". The article features a photo of children in purple socks and text that reads: "During the month of September, football players from clubs across the State can pull on purple socks to help raise awareness for a disease that is on track to become the third most common cancer killer in Australia this year."

Sport article titled "Purple sock play". The article features a photo of children in purple socks and text that reads: "Sharks look to experienced players". The article also includes a photo of a football team in purple socks.

AdNews website article titled "Sporting fields across Australia to be turned purple for pancreatic cancer". The article features a photo of a football team in purple socks and text that reads: "The #PurpleSocks campaign is in its sixth year. During the month of September, football players from clubs and cities across the nation will be pulling on their purple socks to help raise awareness for a disease that is on track to become the third most common cancer killer in Australia this year."



# #PlayinPurple Club profile – Lilli Pilli FC



*“A highlight for us is the positive spirit we’ve felt across so many grounds across our district as we played in purple socks.*

*At our home grounds the positive buzz was tremendous, particularly amongst our MiniRoos who went to great lengths to embrace purple (paint on their face as well as ribbons and colour in their hair). Everyone was really happy to make a positive contribution to a great cause.*

*We know pancreatic cancer is a dreadful disease and if we can help bring greater attention to pancreatic cancer and encourage other football clubs to do the same, we’re thankful.”*

**Greg Storey**  
**Lilli Pilli FC president**



# #PlayinPurple - What clubs are saying



*“As a community club we were so proud to get involved in such a worthwhile campaign and charity. I was overwhelmed by the support all the players and teams of the club contributed to the #PlayinPurple campaign. This is a great initiative to single out the awareness of pancreatic cancer for PanKind”* **Lee Hay, Director – Men’s Football Gladesville Ravens**

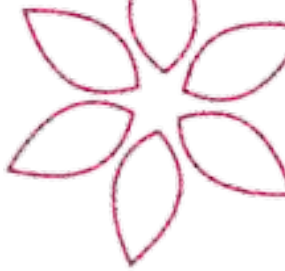
*“Participating in the PlayinPurple fundraiser was an experience to cherish. The display of sportsmanship and solidarity between players donning the purple socks was amazing. I encourage more soccer players to jump on board with this great initiative”* **Anthony Mustica, Under 21 – 1, FC Five Dock**

**“I believe raising awareness is just the beginning and I hope other clubs will join us in supporting this cause. Your participation in wearing purple socks will help raise money to increase resources and continue the research”**  
**Orlando Triulcio, Inter Lion FC**



# #PlayinPurple

Supported by high profile organisations



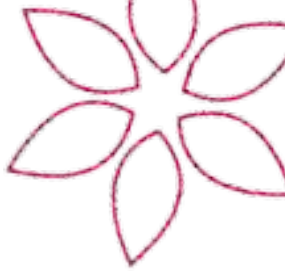
- In 2020, the campaign grew over 50% in 2020 (4500 to 6800) participants, with the support of state and regional associations, governing bodies, as well as **high profile A League clubs Perth Glory & Sydney FC**, for a truly national footprint.
- Communications will reach thousands of club officials, coaches and parents of juniors through targeted social media, eDm, newsletters with users being directed to a dedicated #PlayinPurple website to purchase socks.

*Thanks to our 2021 partners:*





# #PlayinPurple – Campaign details!



| Time frame                                   | Activity  |
|--|---|
| December                                     | PanKind reaches out to associations & A- League clubs   |
| February                                     | PanKind creates #PlayinPurple website, creative assets, articles for clubs & associations         |
| 12 April                                     | Webpage/online shop live - marketing launches to clubs & associations. <a href="#">ORDER HERE</a> |
| 19 May                                       | Sock orders for clubs close   |
| #PlayinPurple Weekends in June 12/13 & 19/20 | #PlayinPurple: football fields around Australia are turned purple for pancreatic cancer.          |

**Each and every football club around Australia will have access to:**

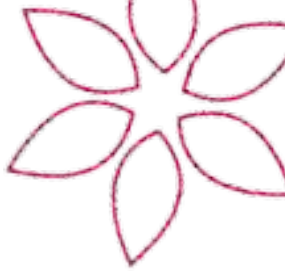
- A #PlayinPurple **Participation Pack** with key messages, downloadable assets & posters, social media guide
- Quick & easy online sock ordering using a proven national supplier
- Sock delivery to your address
- Support from our team via email [playinpurple@pankind.org.au](mailto:playinpurple@pankind.org.au)

**NEW  
2021 SOCK  
DESIGN**

**CLICK TO ORDER**



# #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 on track to be the 3<sup>rd</sup> biggest cancer killer in 2021.

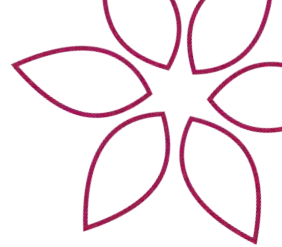
Pancreatic cancer has a 10.7% survival rate that compares to prostate and breast cancer with survival rates above 90%.

PanKind has invested over \$7.6 million across 28 research projects at universities and institutions, funding some of Australia's top research talent to find a cure.

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



[www.pankind.org.au](http://www.pankind.org.au)



1. 2021 Football NSW article
2. Key messages. Letter to clubs to share via for email & website, social media copy
3. Social media guide
4. Key artwork (images, edm banners, social tiles)
5. Campaign FAQs

Please feel free to use any of our supplied key messaging for your channels and contact us at [playinpurple@pankind.org.au](mailto:playinpurple@pankind.org.au) for any support or questions.

# PLAY IN PURPLE FOR PANCREATIC CANCER



Since its inception in 2015 the 'Play in Purple' campaign for pancreatic cancer has truly 'gone' places and grown into a truly nationwide campaign.

Not many people know that pancreatic cancer claims virtually the same amount of lives each year as breast cancer, but has a 5 year survival rate of only 10.7%.

PanKind, The Australian Pancreatic Cancer Foundation is exclusively dedicated to pancreatic cancer, with a mission to dramatically improve the low survival rates for the disease, and raising awareness is key to achieving better outcomes for patients and their families.

Raising awareness across Australia is done with the help of passionate supporters, like governor Isabella Di Manno, who is passionate about football, and making a difference! It's this vital combination that fueled the start of the original *Purple Socks* campaign, aimed at raising awareness and much needed funds for pancreatic cancer research for PanKind. Isabella began the Purple Socks campaign in 2015 when her fiancé's mother was battling the disease, and has seen it grow from 300 participants to over 7800 nationally in 2020.

PanKind CEO, Michelle Stewart says "We are excited to see playing fields Australia-wide turned purple for pancreatic cancer, and awareness on this scale is exactly what we need to help shine a light on this disease". Michelle continued, "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".

This year, a brand new #PlayinPurple sock design will be unveiled and the new purple socks are still \$15 per pair, funds raised helping fuel pancreatic cancer research.

This campaign has seen so many amazing clubs nurture this and make it a social event for their members, increasing engagement across the club for an important cause.

A supporting social media campaign with the hashtags #playinpurple for #pancreaticcancer will also be activated. It's all about working together to make a difference and drive positive change.

All socks can be purchased online from the e-Commerce shop: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

For more information please contact: [playinpurple@pankind.org.au](mailto:playinpurple@pankind.org.au) or visit the <https://pankind.org.au/take-action/playinpurple/>





## Social Media Guide 2021

Social Media is a great way to show the other teams, supporters, club management and community what you are doing about supporting a great cause.

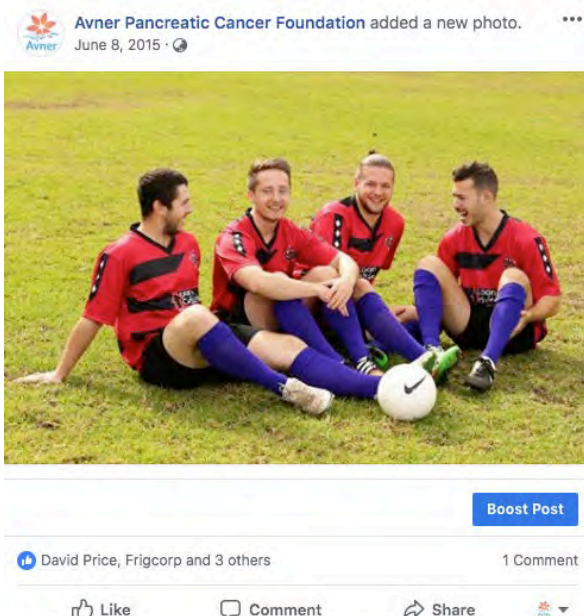
**#playinpurple #pancreaticcancer @pankindfoundation**

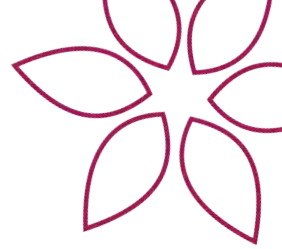
We have included some examples of social media posts and messages, but feel free to create your own with the hashtags above and use any other messages to promote your club in a positive way.



Post team shots, action shots or fun shots showing your teams #playinpurple

Tag in the club and even your association and favourite A league team so they know about your efforts.





## #PlayinPurple for pancreatic cancer

Dear Coaches and Managers,

I am introducing the **#PlayinPurple 2021** campaign to you which aims to raise awareness and funds for pancreatic cancer.

Not many people know that pancreatic cancer claims virtually the same amount lives as breast cancer each year but receives a fraction of the funding.

The campaign is in it's 7th year and aims to turn local football fields around Australia purple for pancreatic cancer in June, with support from governing bodies, high profile A League teams and local media. Last year the campaign attracted almost 8000 players of all ages, genders and geographies from across Australia, all uniting to passionately play in purple socks on one weekend of the season.

Our club sees this as a wonderful opportunity to increase player and community engagement, while supporting an important cause and we would like as many teams as possible to get involved in the **#PlayinPurple** round of June 12/13 or 19/20 and support **#pancreaticcancer** awareness by wearing purple socks.

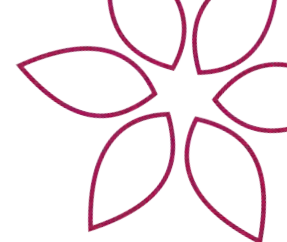
We encourage teams across the club to get into the spirit of the campaign by participating as a group and wearing together on the selected weekend. This year, a brand new **#PlayinPurple** sock design will be unveiled across Australia.

### Key information for the 2021 campaign:

- **#PlayinPurple** raises awareness and critical funds for pancreatic cancer research and patient support
- **#PlayinPurple** rounds are June 12/13 or 19/20 - clubs to choose
- The exciting new 2021 Purple Socks come in 3 sizes so players of all ages can participate
- The 2021 initiative is supported by high profile organisations Football NSW, Sydney FC, Football West, Perth Glory and Capital Football as well as many associations around Australia
- Share photos on social media using **@pankindfoundation** **#playinpurple** **#pancreaticcancer** and tag in your A-League team
- Order your purple socks in teams as soon as possible to avoid disappointment
- The online store is open until May 19 and socks will be delivered from June 1. Order here: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

More information, a club participation pack and support can be found on the PanKind website: <https://www.pankind.org.au/take-action/playinpurple/>

Thank you,  
Your Club President.



## 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 There is a brand new and exciting 2021 sock design for all players. 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 brand new 2021 purple socks on this link: <https://fcw.com.au/shop-product/pankind-foundation-socks/>

#PlayinPurple is supported by @FootballNSW @SydneyFC @PerthGlory @Footballwest @Capitalfootball Free matychday tickets in 2022 are on offer for clubs with high participation! Dates for (*insert your club name*) are June 12/13 or 19/20. Thanks for your support !

## #PlayinPurple - FAQs

**What is PlayinPurple?** The #PlayinPurple 2021 campaign sees sporting 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.

**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 will be 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, 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 2021?** Clubs can choose the round that best suits them but we suggest 12/13 or 19/20 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

**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 12 April, the store will close for orders on 19 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](mailto:playinpurple@pankind.org.au) if you have any questions.

## Key campaign artwork

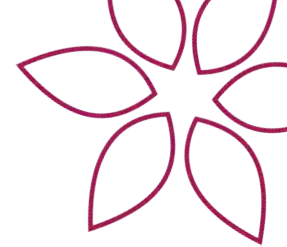
Please use these assets as needed to share with your teams and players through your available channels. Contact us for customised donation posters for your home ground.



The Australian  
Pancreatic Cancer  
Foundation

PO Box 1216, Manly NSW 1655, Australia | ABN: 22 145 513 060

[info@pankind.org.au](mailto:info@pankind.org.au) [www.pankind.org.au](http://www.pankind.org.au)



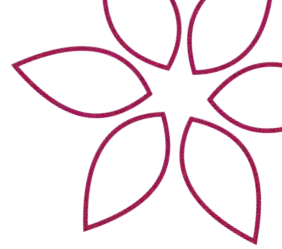
# #PLAYINPURPLE

Turning our football fields  
purple for pancreatic cancer



The Australian  
Pancreatic Cancer  
Foundation



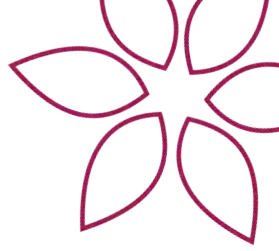


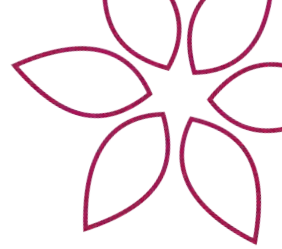
# #PLAYIN PURPLE

Supporting #pancreaticcancer by  
playing in purple socks this June

**BUY SOCKS**







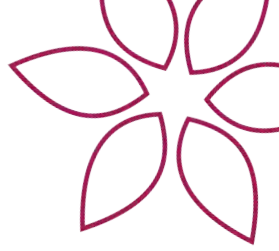
# #PLAYIN PURPLE

Let's turn our football fields  
purple for #pancreaticcancer



The Australian  
Pancreatic Cancer  
Foundation





**#PLAYINPURPLE**

We are turning our football fields purple for pancreatic cancer in June

GET YOUR TEAM INVOLVED

**FIND OUT MORE**

**#PLAYINPURPLE**

Help support pancreatic cancer and play in purple socks this June

WIN Sydney FC 2022 TICKETS

**FIND OUT MORE**

**#PLAYINPURPLE**

Our club is supporting pancreatic cancer this June by playing in purple socks.

GET YOUR TEAM INVOLVED

**FIND OUT MORE**

**#PLAYINPURPLE**

Turning our local football fields purple for pancreatic cancer in 2021

GET YOUR TEAM INVOLVED

**BUY SOCKS**

**#PLAYINPURPLE**

Time is running out to #PlayinPurple & support pancreatic cancer in 2021

ONLINE STORE CLOSING SOON

**BUY SOCKS**