

## Purple Socks for Pancreatic Cancer

Participation for players and their supporters for an important cause that affects an increasing amount of Australians each year.

**June 22 & 23, 2019**

Dear Coaches and Managers,

I am introducing the **Purple Socks 2019** campaign to you, which aims to raise awareness and funds for Pancreatic Cancer. Not many people know that Pancreatic Cancer kills virtually the same amount of people as Breast Cancer each year, and has a 5 year survival rate of only 9.8%.

Over the past 3 years, a growing list of local football clubs around Australia have supported this campaign and it is now gaining momentum across all sporting codes. We hope your team can help make this 2019 “Purple Socks” weekend its most successful yet.

Our club sees this as a wonderful opportunity to increase player and community engagement, while supporting an important cause.

We would like each team to decide if they would like to support the campaign, and hope as many teams as possible will get involved in the **Purple Socks round of June 22 & 23** and #playinpurple for #PancreaticCancer.



If your team would like to participate, you will find all the information in this pack including a background on the disease, letter of endorsement from Football NSW, online ordering details, testimonials and social media guide.

If you have any questions with regards to orders and payments, please contact Lisa at: [info@avnersfoundation.org.au](mailto:info@avnersfoundation.org.au).

Let's get as many teams, players and supporters as possible from our club wearing purple socks on **June 22 & 23** and do our part to fight this terrible disease.

Thank you,  
Your Club President



## Purple Socks for Pancreatic Cancer

*Participation for players and their supporters*

### Overview

The Avner Pancreatic Cancer Foundation is the only charity in Australia exclusively dedicated to Pancreatic Cancer. This devastating and little-known cancer is one of Australia's deadliest cancers, and is predicted to be the 2nd biggest cancer killer by 2024.

Not many people know that virtually the same number of people die from Pancreatic Cancer as from Breast Cancer each year.

Of those 3,200 Australians diagnosed with the disease only 9.8% will survive 5 years, and sadly most will die within months of diagnosis.

The Avner Foundation is raising important awareness about Pancreatic Cancer, and fund cutting edge medical research in Australia that is striving to find a cure.

Avner Foundation governor Isabella Di Manno is the driving force behind the campaign and has worked with the Avner Foundation since 2015 and each year the campaign has continued to gain momentum.

### Campaign Aim

This campaign aims to get as many sporting clubs and codes across Australia involved in raising awareness and funds for Pancreatic Cancer research.

This is achieved by participants buying and wearing purple football socks on the weekend of June 22 & 23, 2019.

The aim is to raise awareness and funds in a fun and healthy way through the remarkable connections sporting clubs have through their members and local communities.

### Participation

Players, coaches, managers, parents and supporters of all sporting codes wear purple socks on the same weekend. You can purchase the special high quality Purple Socks for just \$15 per pair online.

The socks are pre-ordered online to ensure that everyone has them for the weekend of June 22 & 23, 2019.





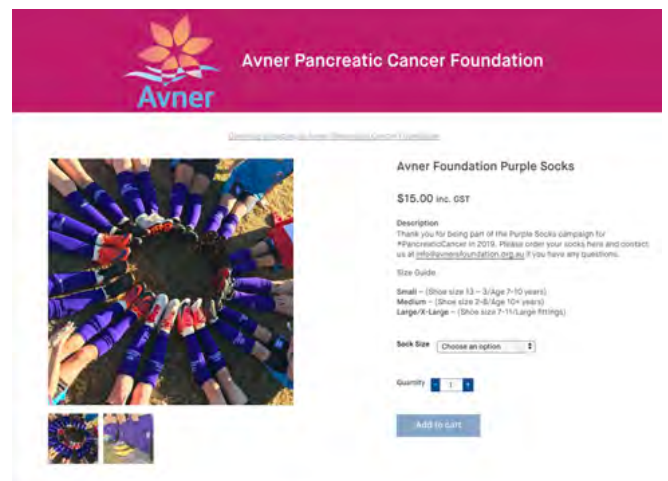
# Avner PANCREATIC CANCER FOUNDATION

**Get involved & order now !**

**Ordering socks for your team is easy:**

1. Click through below to the online store
2. Order socks for each team, include all your details, and check out
3. Socks are delivered to your club's nominated address

Order your team's Purple Socks online by **20 May** by clicking below:



or copy this URL into your web browser:

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

Your socks will be delivered to the nominated address in time for the big weekend of 22 & 23 June !

## Donations

If you would just like to make a donation to the Avner Pancreatic Cancer Foundation click here:

**DONATE**

**100% of donations received will go toward fighting Pancreatic Cancer**



March 2019  
by **Mark Stavroulakis**



Football NSW is proud to support one of the most important causes of our generation by helping raise awareness and funds for Pancreatic Cancer.

Not many people know that Pancreatic Cancer kills virtually the same amount of people each year as Breast Cancer, but has a 5 year survival rate of only 9.8%.

The Avner Pancreatic Cancer Foundation is the only charity in Australia exclusively dedicated to Pancreatic Cancer, with a mission to dramatically improve the low survival rates for the disease. They do this across the nation with the help of passionate supporters, like governor Isabella Di Manno.

Two things that Isabella Di Manno is passionate about are: Football and making a difference! It's this vital combination that fueled the start of the **Purple Socks** campaign, aimed at raising awareness and much needed funds for Pancreatic Cancer research for the Avner Foundation.

"Life can pass some tough obstacles at you, and it is all about how you can manoeuvre your way about them and follow your goal to make a difference" Ms Di Manno said. 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 3000 nationally in 2018.

"This is the 5th year that the campaign has been running, and continues to grow from strength to strength, empowering so many people who have been personally affected by the disease, and those close to them. With the 5 year survival rate at only 9.8%, we need to keep being the voice of difference to improve outcomes of this terrible disease in the future" she states.

This year the campaign will be running on the **weekend of June 22nd – 23rd 2019** and the Avner Foundation hope to hit their target of 5,000 participants nationally. The Avner purple football socks are \$15 per pair and the funds raised will go directly into Pancreatic Cancer research.

Football NSW will again support and promote the **Purple Socks 2019** campaign, and 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.

All socks can be purchased online from the e-Commerce shop: [www.fcw.com.au/shop-product/avner-foundation-socks/](http://www.fcw.com.au/shop-product/avner-foundation-socks/)

It's all about working together to make a difference and drive positive change. Team work and supporting your mates will make a difference.

For more information please contact: [info@avnersfoundation.org.au](mailto:info@avnersfoundation.org.au) or visit the [Avner Foundation website](http://www.avnersfoundation.org.au)



## Purple Socks - Testimonials 2017/2018

“Raising awareness for pancreatic cancer is very important to me because I lost my beautiful young aunty, dad’s sister, to this disease. From the time we found out my dad tried to help my aunty find the best treatment to live longer without much luck. You may have seen soccer clubs in the inner west including my soccer club, Inter Lions, participate in wearing the purple socks to raise funds for research. 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**

**Age: 9**

**Inter Lion FC**

“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 #goingpurpleforpancreatic cancer campaign. This is a great initiative to single out the awareness of Pancreatic Cancer for the Avner Pancreatic Cancer Foundation. I got so many messages from people within the club that are affected somehow by this. With survival rates so low, it’s uplifting to be a part of the strong message led by Isabella DiManno and Caroline Kelly of the Foundation.”

**Lee Hay**

**Director - Mens Football**

**Gladesville Ravens Sports Club**

“Participating in the Going Purple for Pancreatic Cancer 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, as I look forward to wearing the purple socks once again next season in an attempt to raise even more money for such a great cause.”

**Anthony Mustica**

**Age: 20**

**Under 21 - 1**

**Club: FC Five Dock**

The Hills Hawks Football Club had no hesitation in getting behind the “Going Purple” campaign. Our club Secretary first heard of this campaign to raise awareness for pancreatic cancer after our 2017 season had already begun and even though we did not have much time to promote this fundraiser we were still able to achieve 50% participation from our club. Teams across all age groups participated from Under 6’s to All Age to Premier League as well as our Club Committee. The players and their supporters really enjoyed wearing the purple socks on the day to support the campaign. We will continue to support this ul fundraiser initiative and we anticipate an even higher rate of participation this coming season.

**Ian Robertson -**

**President Hills Hawks**

**Football Club**



## **Purple Socks - Testimonials 2017/2018**

“Avners “Going Purple For Pancreatic Cancer” campaign is a fun yet fantastic way to get involved on a local scale whilst helping to make an impact globally. I have participated with the campaign since it began back in 2015 and commend the hard work and dedication that has been put into the organisation of the event. Every year it gets bigger and better, funding research and yet expanding the level of awareness about Pancreatic Cancer. It is a campaign that i will continue to support and follow in the years to come. Keep up the great work.”

**Jean-Claude DiManno**

**Age: 23**

**Super League**

**Club: Saints United FC**

I enjoy participating in the campaign as it is a great way to get the soccer community to come together and be involved. It's a fun day for both children and adults. Each year I have watched the campaign grow with more players asking to participate and more funds being raised for the cause. I hope we can continue to grow and spread awareness so that one day a cure can be found for this terrible illness.

Personally putting on the purple socks gives me a sense of pride and allows me to honour my mum who lost a hard found battle with the disease a little over two years ago. I remember her watching my little cousins and my team play wearing the socks during the first year of the campaign. She was extremely proud and grateful of what we have created. It was a day I will never forget. Wearing the socks honours her memory.

**Michael Ferraro**

**Age: 27**

**AA 8's**

**Clue: Abbotsford Juniors Football Club**

Visit the **Avner Pancreatic Cancer Foundation** website for more information:

[www.avnersfoundation.org.au/take-action/purple-socks/](http://www.avnersfoundation.org.au/take-action/purple-socks/)

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



## Purple Socks for #PancreaticCancer 2019 Social Media Guide

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 #cancerofourgeneration**

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.

**Avner Pancreatic Cancer Foundation**  
June 10, 2015 · 🌐

Media coverage of the #GoingpurpleforPancreaticCancer initiative of Isabella's! Fantastic for awareness!  
<http://www.parramattasun.com.au/.../waratah-waratahs-hit-a-.../>



PARRAMATTASUN.COM.AU  
**Waratah Waratahs hit a purple patch**  
Wenty Waratahs Soccer Club changed things on the weekend by adding

[Boost Post](#)

David Price, Heather Marasco and 16 others · 2 Comments 9 Shares


Like Comment Share



Post team shots, action shots or fun shots showing your teams #playinpurple on the club's social media profiles.

Players can post on their own profiles and tag in the club, your association and favourite A-league team so they know about your amazing efforts.

**Avner Pancreatic Cancer Foundation** added a new photo.  
June 8, 2015 · 🌐



[Boost Post](#)

David Price, Frigcorp and 3 others · 1 Comment

Like Comment Share



**avnersfoundation**

avnersfoundation Fantastic shot of one of Enfield FC's players #GoingPurpleforPancreatic by wearing purple Avner socks.

A huge thank you to Isabella, one of our wonderful governors, who came up with the idea and made it happen.

Thank you Enfield FC for your help in drawing awareness to Pancreatic Cancer and for raising funds for research.

#GoingPurpleforPancreaticCancer  
#PancreaticCancerAwareness  
#SpotlightonPC

Liked by rolffoundation and 11 others

JUNE 26, 2017

Add a comment...

