

Join 'Support through Sport' campaign on World Cancer Day

Langue Undefined

World Cancer Day takes place every year on 4 February to unite the world in the fight against cancer. The Day aims to save millions of preventable deaths each year by raising awareness and education about the disease, and pressing governments and individuals across the world to take action.

We can. I can. is the World Cancer Day theme, and explores 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, everyone has the power to take action to reduce the impact that cancer has.

This year, World Cancer Day is highlighting physical activity in the fight against cancer through the *Support through Sport* initiative. The campaign invites fans, organisations and personalities to use their voice and social reach to spread the message. One of the most powerful ways to achieve this is through the collective power of social media – and anyone can get involved.

The *Support through Sport* social media activity is asking everyone to:

1. Simply take a ball, racket, frisbee, skis, helmet, paddle, hand or any other sport gear and write the World Cancer Day hashtag on it: #WeCanICan
2. Take a photo of you, your team or your club with the #WeCanICan hashtag
3. Show your support by sharing your photo as far and wide as you can across Facebook Instagram and Twitter, including #WeCanICan and #WorldCancerDay in your post
4. Then encourage others you know to do the same.

For live updates follow [#WorldCancerDay](#) [1] [#WeCanICan](#) [2] [#SupportThroughSport](#) [3]

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- [1] <https://twitter.com/hashtag/WorldCancerDay?src=hash>
- [2] <https://twitter.com/hashtag/WeCanICan?src=hash>
- [3] <https://twitter.com/hashtag/SupportThroughSport?src=hash>
- [4] <http://www.worldcancerday.org>

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