

Not Beyond Us: World Cancer Day 2015 campaign officially launched

Language English

Taking place under the tagline ‘**Not beyond us**’, World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer, and that they are within our reach.

A truly global event taking place every year on 4 February, [World Cancer Day](#) [1] unites the world’s population in the fight against cancer. It 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.

The 2015 campaign will be articulated around four key areas:

- Choosing healthy lives
- Delivering early detection
- Achieving treatment for all
- Maximising quality of life

Want to learn more? Check out the [campaign website](#) [2]

#WorldCancerDay

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Links

[1] <http://www.worldcancerday.org>

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[2] <http://www.worldcancerday.org/about-world-cancer-day-2015>