



Children's Cancer Foundation

For Immediate Release

Children with cancer are **ordinary kids faced with an extraordinary life challenge**. Take action!

Children's Cancer Foundation (CCF) is commemorating **International Childhood Cancer Day (ICCD)** in February 2011.

ICCD was declared by the International Confederation of Childhood Cancer Parent Organisations (ICCCPO) in Luxemburg in September 2001. It aims to educate the public about childhood cancer and to support local fund-raising by member nations. The first ICCD was held on 15 February 2002 and it was a great success with 38 countries organising a range of activities to mark the day.

This year, CCF leverages on **the power of youth and the social media** to acknowledge the extraordinary life challenge - childhood cancer, posed to ordinary kids. Members of the public will come in contact with **flash mobs** along Orchard Road (10am to 6pm) and within VivoCity (12-2pm, 6-8pm) on **12 and 13 February 2011**, organised by students from Hwa Chong Institution and Kent Ridge Secondary School. Donned in a **slogan shouting T-shirt and surgical mask**, each student will share a **comic strip and a poem** written by a cancer survivor on Zocards designed by another student volunteer group - Sueno.

Spot these childhood cancer ambassadors along Orchard Road and in front of **313 Orchard, Heeren, Takashimaya, Shaw Centre and Ion**.

The comic strip was inspired by a survivor's experience on public transport. Children with cancer have low immunity and wear a mask to protect themselves. They may have temporary hair loss due to their cancer treatment. **It is often the stares and snide remarks that hurt the children more than the painful and uncomfortable treatments they undergo**. CCF hopes to raise awareness that children with cancer have a high chance of recovery and can lead normal and fulfilling lives with support from the community.

Log on to Facebook page – www.facebook.com/ICCD.2011 to take action. The search is on for – Most Outstanding CCF Ambassador, Most Creative and Inspiring Message and Tulip/Gold Ribbon Logo Design. The Facebook page shall be a space for CCF to interact with the virtual community and share information and inspiration.

ICCD is a public engagement project of Children's Cancer Foundation. Children's Cancer Foundation (CCF) is a non-profit charity seeking to improve the quality of lives of children with cancer and their families. Every year, CCF raises \$3 million to provide a spectrum of services for more than 500 children with cancer at different stages of the illness. The most common childhood cancer in Singapore is leukemia. About half of the children who are newly diagnosed with childhood cancer each year are less than 5 years old.

What : International Childhood Cancer Day 2011

Physical -

Where : Orchard Road & VivoCity / When : 12 & 13 February 2011

Virtual -

Where : Facebook / When : the month of February 2011



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Contact information:

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ICCD Facebook page: www.facebook.com/ICCD.2011

CCF website: www.ccf.org.sg

ICCCPO website: www.icccpo.org

enclosed : sample of ICCD T-shirt and Zo-Card