

Cancer Week Ireland

Monday 24th
Sunday 30th
Sept 18

Promoting your Cancer Week Ireland Event

How we can help you

Thank you for organising an event for Cancer Week Ireland. Now in its fifth year, Cancer Week Ireland encourages the public to start a conversation about cancer by hosting an event in their own communities. The week is about getting everyone engaged in the issue of cancer and how we can prevent it, spot it earlier, improve treatment, and survive and thrive afterwards.

This year 40,000 people in Ireland will hear the words 'you have cancer'. But such a large number doesn't have to instil fear. Survival rates are improving - today, six in ten cancer patients survive for at least five years.

Cancer Week Ireland is about getting people talking about cancer so that they don't have to fear it. We want your event to be a success because the more people engage with your event, the more people we can get talking about cancer.

We're here to help...

Cancer Week Ireland is an initiative of the Irish Cancer Society and Trinity College Dublin, and while the week isn't about us, we are here to help.

The best way we can help is by spreading the word about your event. Our media and communications teams can do this with you through an effective step-by-step approach.

STEP 1

If you haven't already done so, please take two minutes to register your event on cancerweek.ie/register. Remember, you're selling your event, so an eye-popping image and snappy, engaging text really help.

STEP 2

When posting about the event on social media, please use **#CancerWeek** and feel free to tag the Irish Cancer Society's social media profiles so that we're informed of your post and can share with our followers.

STEP 3

Would you like your event to feature in the media? Do you have a particular audience you'd like to reach? Perhaps we can help. In the past Cancer Week events have gained local and national coverage, which was a great way to inform the public that they were taking place, ensuring that large numbers attend. If you'd like help in how to reach this audience please contact Michael McHale, Communications Officer, Irish Cancer Society, on (01) 2316673 or mmchale@irishcancer.ie.

Please note: the more time we have to promote your event, the more likely we will be successful in securing media coverage. So if you'd like our help, please let us know as soon as possible!

- The Cancer Week Ireland Team