

## THE KIDS' CANCER PROJECT

The Kids' Cancer Project has been around for 30 years.

The Kids' Cancer Project's mission is to provide the funding researchers need to develop more effective cancer treatments, eradicate harmful side effects and achieve a 100% survival rate of childhood cancer.

Over its' 30-year existence, The Kids' Cancer Project has committed over \$70 million dollars to childhood cancer research.

\$54 could fund a researcher for one hour as they work to develop lifesaving new kids' cancer treatments.

## KEY CANCER FACTS

Three children are diagnosed with cancer every day in Australia.

Three children die from cancer every week in Australia, that's over 900 per year.

Cancer is the biggest killer of children in Australia.

Thanks to research, the average survival rate for childhood cancers is now 86% - compared to just 10% in 1950.

Some cancers are still incurable.

Almost all cancer treatments leave survivors with lifelong side effects and health issues.

The average age of a child diagnosed with cancer is six.

## KEY MESSAGES

We need you to sport your silliest socks and looniest locks to help fund lifesaving kids' cancer research. Cancer sadly kills more kids than any other disease each year, but with a weird or wonderful wig and some bright or brash socks, you can help us change that.

Whether you go for a mischievous mullet, some crazy curls, or the wackiest wig, your new do and super silly socks will be helping support some serious science!

Simply choose a day that suits you and your team, raise as much money as you can, and of course, have fun!

## SHORT FORM LINES & TAGS

Get crazy for the cause!

Sport your silliest socks and looniest locks to help fund lifesaving kids' cancer research.

Funding serious science never looked so silly!



**THE KIDS' CANCER PROJECT**  
**CRAZY HAIR AND SOCK DAY**