



MEPs Against Cancer: An invitation to take part in the 20th anniversary of World Cancer Day

Option 1: Video message

Answering 2 questions:

2020 will be the 20th anniversary of the World Cancer Day. WCD campaigners are inviting leaders and influencers around the world to answer one question in a video message.-

In addition, this parliamentary mandate is crucial for cancer. The MEPs Against Cancer (MAC) secretariat adds a bonus question to all MAC Members.

The questions are:

1. What's the bravest thing we can do about cancer?
2. What do you think should be the cornerstone of the new European Beating Cancer Plan?

Time

A short and concise answer to the questions is the best. Please aim for 30 seconds or less.

Video frame

- Have yourself talk directly to camera
- Ideal id to have clean and neutral background out of focus
- Make sure to get as good lighting and sound as possible

Getting the soundbite

- We want to keep it as natural and spontaneous and off the cuff as possible – the less scripted, the better
- Leaders can answer in the language they are most comfortable with

Share

Please send your videos to comms@europeanleague.org, we will make sure to publish the videos via the MEPs Against Cancer media channels.

Feel free to share the video message on social media, ideally on **4 February** or alternatively in the week leading up to 4 February, accompanied with the official hashtags: #WorldCancerDay and #IAmAndIWill

Option 2: Proudly wear the World Cancer Day buttons



Show your support on World Cancer Day by taking a photo of yourself wearing the World Cancer Day buttons and share it on your social media channels with the hashtags **#WorldCancerDay** and **#IAmAndIWill**

The pins will be distributed at the MAC MEPs meeting on 19 November.

Post your photo and accompanying 'I Am and I Will' message on World Cancer Day, 4 February.

You can also wear your MEPs Against Cancer pins, scarves and ties to celebrate the day.

Option 3: Post, share, engage.

Share, like, comment and engage on social media in support of World Cancer Day. Feel free to use the below messages or post your own thoughts, views and opinions. And, you can also download social media visuals available from the World Cancer Day website (www.worldcancerday.org), including GIFs and social media cards and profile banners.

We highly encourage you to link the posts to your planned action in this legislature and to the cancer mission or the beating cancer plan.

I Am (fill in blank) and I Will (fill in blank). What will you do this #WorldCancerDay on 4 February? Share your #IAmAndIWill message. worldcancerday.org

Cancer hurts families, hurts the economy, hurts our future. Let's fight for a healthier world this 4 February on #WorldCancerDay. #IAmAndIWill worldcancerday.org

A world where access to life-saving cancer treatment is equal for all? That's a world worth fighting for. Join me this 4 February for #WorldCancerDay. #IAmAndIWill worldcancerday.org

About World Cancer Day

World Cancer Day every 4 February is the global uniting initiative led by the Union for International Cancer Control (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of our greatest challenges in history. Each year, hundreds of activities and events take place around the world, gathering communities, organisations and individuals in schools, businesses, hospitals, marketplaces, parks, community halls, places of worship - in the streets and online - acting as a powerful reminder that we all have a role to play in reducing the global impact of cancer.

This year's World Cancer Day's theme, 'I Am and I Will', is all about you and your commitment to act. We believe that through our positive actions, together we can reach the target of reducing the number of premature deaths from cancer and noncommunicable diseases by one third by 2030.

About the theme

The 2019-2021 theme places supporters at the heart of the campaign and calls for commitment and action by asking two questions: Who are you? and What will you do?

This World Cancer Day, we recognise that our commitment to act will lead to powerful progress in reducing the global impact of cancer. So, this 4 February whoever you are, your actions - big and small -will make lasting, positive change. Because, progress is possible.

For more information on the 2020 World Cancer Day campaign, please contact:

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In case you have any other questions about your engagement in the campaign, please contact:

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