

A newsletter for volunteers and friends of the Irish Cancer Society

# h)ghlight

May 2011 | Issue 1



## Daffodil Day 2011

**4** Relay For Life, why not start a Relay in your community?

**5** Daffodil Day 2011 news and lots of great photos!

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Welcome

# Welcome to Highlight!



Dear Friend,

Thank you! On 25th March, over 3,000 of you became Ordinary Heroes Against Cancer and took to the streets of Ireland to raise funds to help fight against cancer. What a day we had!

We saw in abundance the energy, commitment and true spirit of volunteering that makes Daffodil Day such a unique time of the year. This year also marked year one of our three year partnership with Dell, we were delighted to have them on board.

From the bottom of our hearts, we thank each of you. The key to our success is the support and dedication of people like you. Whether you volunteered on the day, donated fresh daffodils, held a coffee morning or a special event, planted a Daff in our Garden of Hope, took part in an event in your workplace, made a donation online, or simply bought a daffodil, the Irish Cancer Society is very grateful to you.

Every euro raised makes a difference and it's important that all collections are lodged as soon as possible, so we can put that money to work. Without it, the Irish Cancer Society could not continue to provide its free nationwide services to people living with cancer.

All in all, we've had a very busy start to 2011. Our lung cancer campaign in January was a massive success and we received an unprecedented number of calls to our helpline. Our Daffodil Centre in the Mater opened in March, with plans for the next one to open in the Bons Secours Hospital, Cork in June. In addition, our Care to Drive programme is currently recruiting volunteers around the country and will launch in Sligo in May. For the second year in a row, the Today FM team encouraged people across the nation to Shave or Dye their hair and raise money for the Irish Cancer Society. This unique campaign has really captured imaginations and has raised a staggering €900,000 so far this year.

If you are interested in hearing more about any of these activities, or about any of the work we do, get in touch with us. After all, you make it all possible!

Super heroes don't shake buckets or sell daffodils. Our ordinary heroes do.

With warmest thanks,

John McCormack  
CEO

Subscribe to receive this newsletter by email – visit [www.cancer.ie/highlight](http://www.cancer.ie/highlight)  
 You can also follow our Facebook page at [www.facebook.com/irishcancersociety](http://www.facebook.com/irishcancersociety)



## Our supporters



Above: Barbara McMahon with volunteers Pamela Dowd and Cynthia Gray



Above: Volunteers selling daffodils on the streets of Cork



Above: Angelina Arcari has fun at Dell



Above: Roisin Fherwin picks Daffs, Model Farm Road, Cork

## Snapshot Daffodil Day 2011

- The Daffodil Day "Shopping Bag" was the first product to sell out this year!
- Our Supporter Services team processed over 2000 stock orders for people around the country
- Opening the post throughout the Daffodil Day campaign can sometimes take 1.5 hours!
- One Million silk daffodils were ordered for this year's campaign
- Over 200 coffee mornings took place around the country on Daffodil Day
- On average, we receive 745 calls per week to the 1850 60 60 60 number during the Daffodil Day campaign
- We got 245 likes on our Facebook page for our Daffodil Day post - the most we have ever received!
- We distributed 61,700 bunches of fresh daffodils throughout Dublin and a further 58,300 bunches nationwide, donated by communities around the country
- We had 3,177 visits to [www.cancer.ie](http://www.cancer.ie) on Daffodil Day 2011, making it the second busiest day ever!
- #daffodilday was the No. 2 trending topic on Twitter in Ireland on March 25th. (Trending means a sudden increase in mentions for a particular phrase)

# We support cutting-edge cancer research in Ireland

## Funding cancer research in Ireland

**W**e've invested over €22 million in cancer research since the Society was established in 1963. In the past 10 years, we've invested approximately €2 million per year in cancer research.

Last year alone, over 32 discoveries from Irish Cancer Society-funded research were made in the areas of prostate, breast, colorectal, gastrointestinal, myeloma, brain, oesophageal, leukaemia and ovarian cancer research.

All of these discoveries were published in international peer-reviewed journals to make this knowledge available to cancer researchers around the world. Additionally, our funded researchers analysed and wrote reviews of 13 cancer research topics, bringing to 45 the total number of research publications from our funding last year.

We also provide core funding to the Irish Clinical Oncology Research Group (ICORG), a charitable organisation, which aims to increase the availability of clinical trials and translational research for people with cancer in Ireland during their treatment. In 2010, 1,281 cancer patients participated in clinical research studies led by ICORG.

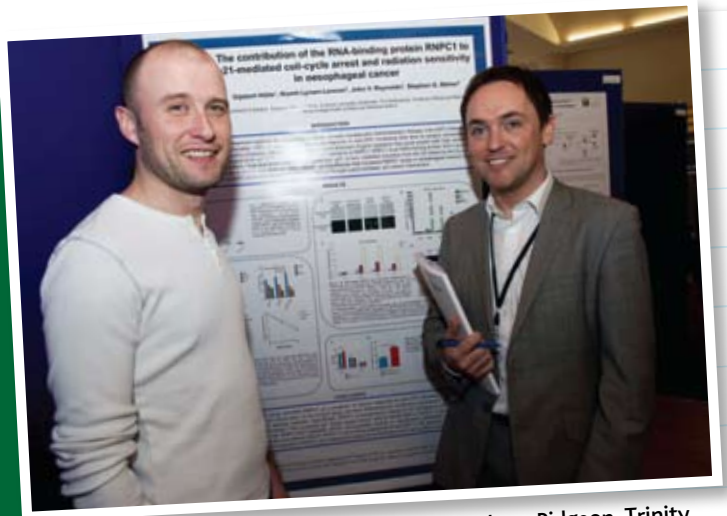
## Why we need your help

Cancer incidence in Ireland is projected to double over the next 20 years (National Cancer Registry of Ireland, Cancer projections 2005-2035). As a result, research into the causes, treatments and cures for cancer is more important than ever. Each year, the Society can only fund 1 in 10 of the research proposals we receive. You can help to fund further cancer research by volunteering or donating.

Find out more at [www.cancer.ie](http://www.cancer.ie)



Above: (L-R) Dr Fiona Furlong, Dr Laura Barkley, Dr Eva Szegezdi, Dr Stephen Maher (ICS Research Fellow) and Dr Sinéad Walsh



Above: (L-R) Dr Stephen Maher and Dr Graham Pidgeon, Trinity College Dublin and St James's Hospital discussing their research into oesophageal cancer

## ICS-funded researchers at the Irish Association for Cancer Research Meeting 2011

Ireland's cancer research community and their international colleagues came together to share information at the annual meeting of the Irish Association for Cancer Research, in early March.

We have sponsored this meeting for many years and Irish Cancer Society-funded researchers attend on an annual basis. The meeting heard presentations from researchers working at the cutting edge of cancer research in Ireland and abroad, including research into cancer diagnosis and targeted therapies.

This year, 28 new findings were presented by Irish Cancer Society-funded researchers. Read some of the highlights of this research below.

- ✓ **Dr Stephen Maher, Irish Cancer Society Research Fellow.** Dr Maher's research aims to find out why many patients with oesophageal cancer are resistant to radiotherapy given to help fight their cancer.
- ✓ **Dr Eva Szegezdi, Irish Cancer Society Research Fellow.** Dr Szegezdi studies how healthy cells are protected from TRAIL, a naturally occurring agent that kills cancerous cells but does not cause normal cells to die.
- ✓ **Dr Laura Barkley, Irish Cancer Society Research Fellow.** Dr Barkley investigates how cancer cells continue to grow and divide, despite the fact that cancer cells become more and more damaged every time they split in two.
- ✓ **Professor John O'Leary's research team, Histopathology Department, Trinity College Dublin.** This team studies the response to chemotherapy by patients with ovarian cancer. He spoke about his findings.
- ✓ **Professor Tom Cotter, Biochemistry Department, UCC.** Professor Cotter studies the actions of a gene called FLT3, which is mutated in 1/3 of acute myeloid leukaemia patients.
- ✓ **Dr Mark Tangney's research team, Cork Cancer Research Centre, UCC.** Dr Tangney's research team is studying how friendly bacteria could be used in the detection of, or treatment of, tumours.

## Relay For life



### Are you ready to Relay?

We are delighted to announce that four communities will hold Relays For Life in 2011.

<b>Carlow</b>	18 and 19 June, Duckett's Grove.
<b>Tipperary</b>	27 and 28 August, Toomevara GAA, North Tipperary.
<b>Louth</b>	8 and 10 October, Oriel Park, Dundalk.
<b>Galway</b>	13 and 14 August, Old Tesco Store, Ballinasloe.



We need teams of survivors, friends, neighbours, families and colleagues to take part.

Go to [www.relayforlife.ie](http://www.relayforlife.ie), or call 1850 60 60 60 to find out more.



### Why not start a Relay For Life in your community?

Relay For Life is a unique opportunity for your community to come together, remember people who you've lost to cancer and celebrate with those who have survived cancer.

Organising a Relay is a rewarding experience, it's a great way to meet new people and be involved in your community, while increasing cancer awareness and raising money for an important cause.



Find out more  
See [www.relayforlife.ie](http://www.relayforlife.ie) or CallSave 1850 60 60 60



## Where to now?

### Future plans for the National Cancer Control Programme

Dr Susan O'Reilly, National Director, National Cancer Control Programme, spoke at the Daffodil Day 2011 launch event.

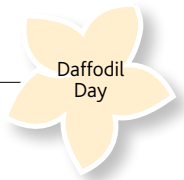
Dr O'Reilly re-affirmed the importance of prevention, screening, early diagnosis and prompt access to care.

She reported that programmes have been introduced to encourage smoking cessation and to help people to improve their diets and their activity levels. These actions can reduce the incidence of cancer overall and quite significantly for certain cancers.

In terms of treatment, Dr O'Reilly reported that Phase 1 of the National Plan for Radiation Oncology has been completed. New NCCP Radiotherapy facilities have been opened at St. James's and Beaumont hospitals during spring 2011 and treatment capacity has increased by 50%.

Dr O'Reilly said that the next steps to reduce the rate of cancer in Ireland are:

- Continue development of the eight cancer centres around the country;
- Support community and primary care developments;
- Ensure safe, high quality care;
- Achieve a sophisticated National Plan for expanded radiation facilities in six centres;
- Implement a Quality Assurance Programme for diagnosis and evaluation;
- Focus on the development of integrated, evidence-based national treatment policies and patient safety;
- Develop collaborative planning for symptom control and end-of-life care.



Above: Dorothy Bradish from Templemore, Co. Tipperary who was presented with a lifetime achievement award at the Best of the Bunch Awards

# Our 'Best of the Bunch' winners

## Lifetime Achievement

...and the winner is...

**Dorothy Bradish**, Templemore, Co. Tipperary

*"Ask anybody from Templemore and the surrounding area if they know Dorothy Bradish and they will probably respond*

*"Oh yes, the daffodil lady."*

## Young Daffodil Day Champion

...and the winners are...

**Kate Deegan**

*"Kate is 11 and has been raising funds and awareness for Daffodil Day for two years. She has organised a huge array of activities, she is a little dynamo and greatly deserves this recognition."*

**Sophia Cronin**

*"Sophia has a personality that would lift your spirit. We hope she continues to use her creative talents to participate in Daffodil Day for many years to come."*

## Our Company Cares

...and the winner is...



**Schering Plough**, Avondale

*"The Schering Plough team has been supporting the Society for a number of years, the staff never fail to develop new and innovative ideas, they are an inspiration in everything they do."*

The people who support Daffodil Day are an inspiration to us all. They give their time and energy to help raise money for Daffodil Day. The money that they raised this year will keep our essential services running. We'd like to thank everyone who took part in Daffodil Day 2011. We celebrated the fundraising work done by some wonderful people with the 'Best of the Bunch' awards. Below, find out why they were nominated for these awards.

## Daffodil Day Newcomer

...and the winners are...



**Philip and Siobhan Brady**, Navan, Co. Meath

*"Philip and Siobhan are a dynamic husband and wife team who organise Daffodil Day in Navan. They work alongside other volunteers and use their passion to welcome new volunteers to the bunch!"*



**Mary Groarke**, Beckenham, Kent.

*"Mary Groarke became chairperson of the Cork committee in 2010. She was an amazing chair. Mary has since moved overseas (Kent, UK) and is a real loss to the Cork committee."*

## Best Daffodil Costume

...and the winners are...

**Maeve Curley and Laura Shaughnessy**, Thurles, Co. Tipperary and Loughrea, Co. Galway

*"Dressed in a luminous yellow jumpsuit, a yellow hoodie and green trousers, with daffodils painted on their faces, Maeve and Laura's infectious enthusiasm is the spirit of what volunteering is all about."*

## Our Corporate Star

...and the winner is...



**John Freeman**, Abbott, Cootehill

*"John turns his workplace into a fun environment for Daffodil Day, he motivates staff to get on board and his hard work and energy is boundless throughout the year!"*



# Daffodil Day 2011

Thank you to everyone who supported Daffodil Day 2011, including the management and staff at Dell, our corporate sponsor. You helped us to turn the country yellow on March 25th and to raise funds that will keep our essential services running. The day was a huge success and that is all down to you. We salute your hard work, your creativity and your sense of fun. Well done everyone!



Above and below: Throughout Ireland, fundraisers got involved in lots of different activities

Volunteers tending the Garden of Hope



Dell employees, Damien Hanson, Tara Kinsella and Emily Lyons



Hewlett Packard fundraising Leixlip





Barbara McMahon with volunteers from Terenure, Co Dublin, L-R, Brenda Webb, Dora Bracken and Catherine Keegan



Pauline Grennan from Edenderry, Co Offaly, pictured with Community Fundraiser for Leinster North, Ian O'Reilly

**Don't forget to bank your Daffodil Day funds if you haven't already!**



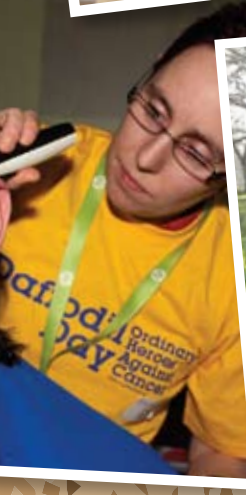
Fundraising on the streets of Cork



Dell employee, Karilyn Keane



Messages of remembrance in the Garden of Hope, Dublin



Sunny Daffodil Day morning in the Garden of Hope, Limerick

**We're part of the Twitterati!**

Some of the people who tweeted about Daffodil Day included:

- Irish Times journalist Conor Pope: "Apart from being a wonderful cause, I've always loved #daffodilday from the @IrishCancerSoc. In my head it marks winter's end"
- Breakfast on NewsTalk: "Please please please support #daffodilday today if you can :-) Chris"
- Journalist and blogger, Una Mulally: "Don't forget to support the @IrishCancerSoc and buy a daffodil today!"
- Centra: "Hope we are not too late for an important tweet out for #daffodilday! Please support @irishcancersoc by donating! Go Daffman ;)"

Follow us on twitter @irishcancersoc



### My Daffodil Day story

*Paul McGarry*

I had testicular cancer in 1989 and the following year, I started volunteering for Daffodil Day.

Since then, I've been involved every year until this year and usually, I would collect outside Craft Cleaners on Baggot Street all day on Daffodil Day.

It's a very positive experience. Normally, we go about our lives and we don't speak to strangers, but on Daffodil Day people want to share their stories. Plus, people are so generous and always happy to help.

This year, I wasn't able to volunteer on Daffodil Day because I am currently recovering from bowel cancer and I'd just been released from hospital. When I was first diagnosed with bowel cancer, I got in touch with the National Cancer Helpline. I had lots of fears when I called them, but I was almost afraid to be afraid. They told me that it was OK to feel afraid or angry or impatient and that I didn't have to feel positive all of the time. That was exactly the kind of support I needed.

In addition to emotional support, they gave me the information that I needed in a very balanced way. There was no condescension and they didn't skirt around any of the difficult issues; they were honest and to the point.

I was given two copies of helpful publications, one of which was specifically about bowel cancer and the nurses gave me some great advice. They said; don't read it all if you don't need to; read about what you need to know now.

I'm still at the beginning of my cancer journey and the mental side can be difficult. I'm always waiting for the next test or the next treatment. However, I've heard so many good stories over the years and I've encountered so much good news about positive outcomes that I don't even contemplate anything other than a positive outcome.

I'm planning to be back out on Baggot Street collecting for Daffodil Day next year and I'm looking forward to it already!

**If you've been diagnosed with cancer of any kind, call the National Cancer Helpline 1800 200 700.**



## Programme



Above: President McAleese meets Brenda Conboy, one of our Reach to Recovery volunteers

### Celebrating our fantastic volunteers

President of Ireland, Mary McAleese met Irish Cancer Society patient support volunteers in February, at an event to honour them and thank them for their invaluable contribution to helping people diagnosed with cancer. Patient Support Volunteers give their time to support cancer patients through their contributions to various programmes that we run.

### Be SunSmart this summer

We launched our annual SunSmart advertising campaign on 9 May. With this campaign, we encourage everyone to make sure that they and their families stay safe in the sun this summer.



- Seek shade when the sun is strongest (11am-3pm)
- Wear t-shirts with sleeves and high collars
- Apply sunscreen with at least SPF 15, 20 minutes before going outside and reapply regularly
- Wear wrap around sunglasses

**90% of all skin cancers are preventable.  
Be SunSmart this summer.**

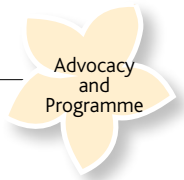
### It's time to talk about *men's health issues* Men's Health Awareness Week will take place this year from the 13 – 19 June.

This week is an opportunity to encourage men to talk about health issues and understand their risk of developing cancer, the early warning signs to look out for and the importance of having regular check-ups.

Every year, approximately 5,500 men are diagnosed with the five most common male cancers – prostate, bowel, lung, skin and testicular.

Also in June, look out for our new advertising campaign for prostate cancer - "There, I've said it" - with some well-known Irish faces.





# Advocacy

## Keeping bowel cancer on the agenda

We welcome the publication of the National Progress Report on Endoscopy Services by the National Cancer Screening Service. However, the issue of waiting times for colonoscopies is far from solved.

Improvements must be made in hospitals before the Bowel Cancer Screening Programme is rolled out in January 2012. The screening programme will be delivered in 15 hospitals. Many of these hospitals had high numbers of people waiting months for a colonoscopy, according to figures released by the National Treatment Purchase Fund.

## iCAN on the campaign trail

This year, we produced our first ever General Election Advocacy Campaign, called iCan. With this campaign, we called on the main political parties to support our 3 Point Plan:

1. Reduce the number of people who smoke
2. Extend the ages for cancer screening
3. Control the use of sunbeds

We will continue to monitor the activity of the new Government to ensure that cancer remains a high priority at a national level.



Left: Frank Cox, Sheona Foley, Gillian O'Dowd and James Closkey, who survived lung, skin, breast and bowel cancer respectively

## Advocating for a fixed minimum price for tobacco

We are very disappointed that, after 30 years of steady increases of the price of cigarettes, Pall Mall cut the cost of 20 cigarettes by 50c in February. We wish to see this price reduction reversed. We have written to our national and European politicians to ask them to work with us to achieve this.

# Programme



## Podge and Rodge star in "My Brother's Bowels"

In a new movie, "My Brother's Bowels", which we produced, RTE's terrible twosome, Podge and Rodge, challenge head-on the embarrassment around the symptoms of bowel cancer.

This short movie encourages people to talk openly about their symptoms; it highlights the importance of early detection of bowel cancer; and, it encourages people to call the National Cancer Helpline and visit their GP if they are concerned.

You can watch "My Brother's Bowels" through our website [www.cancer.ie/bottomline](http://www.cancer.ie/bottomline)



## My bowel cancer story Helen Ryan

I had symptoms of bowel cancer for a long time and I ignored them. Then, on a routine visit to my GP, I mentioned it. He referred me to a specialist and I found out that I had a tumour on my rectum and loads of polyps. I was told that I'd have to have an ileostomy. That meant that my large bowel and rectum would be gone and my illium would be attached to the wall of my stomach.

I called the Irish Cancer Society and I got support and information from them. I went to ARC, where I had counselling and I also did a stress management course.

Getting cancer was the worst thing that ever happened to me, but it was also the best, because I'm a different person now. I appreciate every day.

Now, I've had training and I'm part of the bowel cancer support group. When I go to places like Tallaght hospital, where I often visit, I meet people who've had similar operations to what I had and when they see me alive and well, it gives them hope and support. I'm really grateful to be well and able to help other people going through cancer.

# Survivors Supporting Survivors



## Recently told you have cancer?

All of our survivor volunteers have had a cancer diagnosis. They have been carefully selected and trained to give support, practical information and reassurance when you need it most. Contact us on Freephone 1800 200 700



## Race the Rás

Race the Rás is a unique and innovative sporting fundraiser that will take place for one week this summer, right across the country. Participants will cycle at least one of the gruelling stages of the An Post Rás tour of Ireland, from Sunday May 22 to Sunday May 29 to raise funds for the Irish Cancer Society and GOAL.



Anyone can get involved and 50 of Ireland's top GAA stars have already signed up for the event. Eager cyclists include Sean Óg Ó hAlpin, Galway's Ollie Canning and former Dublin midfielder, Ciaran Whelan. **Find out more [www.racetheras.com](http://www.racetheras.com)**

## Be a golf champion



*We're looking for golfers to join our team of 'golf champions'. As a golf champion, you'll help to promote our services and raise awareness about cancer in your golf club, society or community. You'll also help us to raise funds through golf for our vital cancer services.*

Find out more [www.cancer.ie](http://www.cancer.ie) or Call Save 1850 60 60 60

## Thanks to everyone who took part in Shave or Dye 2011



Today FM's Shave or Dye campaign has raised over €900,000 for us this year and the funds continue to flood in! During the campaign, people all over Ireland, including Today FM presenters, shaved or dyed their hair to raise funds to support our services.

Thank you to everyone who went bald or changed their look. Our CEO, John McCormack dyed his own hair pink to support the campaign. He said: "It goes without saying that we are incredibly grateful to all the team at Today FM, and to everyone who is supporting the campaign across the country by holding their own Shave or Dye events. All of the funds raised go directly towards the provision of the Society's free cancer information service (including the National Cancer Helpline Freefone 1800 200 700), other free nationwide patient care services and the Society's cancer research activities."



### In 2010

- Our specialist cancer nurses responded to over 21,000 calls
- We provided 7,500 nights of care to 1,900 seriously ill patients
- We sent 498,000 information booklets, factsheets and leaflets to people who called our Cancer Information Service, hospitals and health professionals
- In 2010, 96 drivers drove 120 clients to 1,109 hospital appointments covering a total of 48,397 kilometres between them



## Join our team of church gate volunteers

We urgently need volunteer church gate collectors to help with collections taking place around the country. All funds raised outside church gates help us to maintain and grow our vital, free nationwide information and support services for people with cancer and their families, at every stage of the cancer journey.

Find out more: Contact the fundraising team on CallSave 1850 60 60 60

## Our Company Cares

Our Company Cares is a new campaign that we launched this year to encourage employees in business and corporate sectors across the country to think of fun ways to show they care by supporting Daffodil Day.

2010 Apprentice Ireland winner, Michelle Massey and fellow finalist, Jamie Moran, helped to launch the new campaign.

The employees of companies who took part in 'Our Company Cares' made a substantial contribution to helping us to reach our target for Daffodil Day. Thanks to everyone who took part!



## Tesco Ireland helps us to rollout Care to Drive

Tesco Ireland has announced that it has raised a staggering €950,000 for the Irish Cancer Society's Care to Drive service. The figure comes after year one of Tesco's two-year charity partnership with the Society. The funds raised throughout the last year go towards the rollout of 'Care to Drive' across the country.

John McCormack, CEO, Irish Cancer Society said: "Thanks to the tremendous efforts of the dedicated staff of Tesco Ireland, the funds raised through our charity partnership have allowed us to begin the roll out of Care to Drive in Dublin and expand into the Midlands, Kildare, Sligo and Letterkenny. Within the next year, we hope to reach a further six hospitals across the country."

The inventiveness and enthusiasm displayed by the staff of Tesco Ireland to raise these funds has been wonderful to see. We look forward to an even more successful year two.



**Our work is almost entirely funded by voluntary donations and none of it would be possible without the generosity and commitment of our amazing supporters. We'd like to say a special thank you to the following supporters ...**

**➔ For more information on how you can support our work, email [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie) or CallSave 1850 60 60 60.**

# Thank you...



A huge thank you to Isabel from 5th Class and all the students and staff of Our Lady of Good Counsel GNS, who raised €1,600 from a giant Ring A Rosie in the school grounds.

Thank you to Orla O'Leary and committee who organised the amazing Gala Ball in the Mansion House in February. The ball raised an incredible €45,000!!!

Thank you to John Joe Cunningham and all the Hobson Memorial Football Match Committee in Carrickmacross, Co Monaghan. Hobson was a great character and a lifelong supporter and fundraiser for the Irish Cancer Society in Co Monaghan. He is fondly remembered and sadly missed by everyone in the Irish Cancer Society.

Congratulations to Damien Madden, who raised a staggering €7,270 as part of a Shave or Dye comedy night in Mounthshannon, Co Clare.

Thank you to Team Lowes from Lowes Bar, Dolphin's Barn for raising €3,700 for Movember!!!

A huge thank you to Maureen McGee and all the Rush Committee for their great work all year round and their fabulous lunch at Rush Golf Club on 15 April.

Thank you to the Dundalk Daffodil Day committee. They raised a further €4,000 this year bringing their total to over €28,000!



Congratulations to the Stargazer Lily Foundation in Ballinasloe Co Galway, who organised a hugely successful 10km fun run/walk in aid of the Irish Cancer Society. Over 300 people took part on the day. The Stargazer Lily Foundation will also bring Relay for Life to Ballinasloe on 13 and 14 August. Thank you all for your wonderful support!

Special thanks to the Cork City Daffodil Day Committee. Cork City streets raised €41,000 in 2010 and €52,000 in 2011. Cork City (including shopping centres) raised in excess of €115,000 for Daffodil Day 2011. Well done to all involved.

Ballincollig Community School organised a music event, with headline band 'Fred', in the Pavilion, Cork. People of all ages attended and they raised €2,000. Well done everyone!

Thank you to Liz Dwyer, Glanmire, Co Cork who organised a sponsored walk to the Gap of Dunloe, Co Kerry and raised €2,518.



A huge thank you to everyone in the Poor Farmers Association for another hugely successful auction in Ardara Co Donegal. It's a wonderful community event that raised €8,500. Well done everyone!

A big thank you to Bernie Pressiner of O'Brien's Sandwich Bar, Mahon Point Shopping Centre, Cork who held an ABC pink event hosted by Rachel Allen. They gave a percentage of store proceeds on the day and €3,450 was raised to support breast cancer patients.

Congratulations to Lizanne Allen and all the Drogheda Committee on their hugely successful annual Fashion Show on 6 April.

Thank you to Kieve Dunne from Mountmellick, who raised €3,700 for Shave or Dye.

Thank you to everyone at Cork Builder Providers, who raised an amazing €6,500 on 4 March 2011. Staff participated by dressing in fancy dress, wearing wigs as well as shaving or dying their hair and members of the public supported the event too.

# What's on in 2011

## May

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### May 2011

#### SunSmart Campaign Launch

Monday 9 May

#### Race the Rás

Sunday 22 May

#### The Killaloe Pink Ribbon Walk

Saturday 28 May

#### World No Tobacco Day

Tuesday 31 May

## June

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### June 2011

#### Betsy Tractor Run, Malin Head to Mizen Head

Saturday 4 — Monday 6 June

#### Innishannon Steam and Vintage Rally

Sunday 5 — Monday 6 June

#### Flora Dublin Women's Mini Marathon

Monday 6 June

#### Cork City Marathon

Monday 6 June

## July

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### Men's Health Awareness Week

Monday 13 June

#### Understanding the Emotional Effects of Cancer National Roadshow

Monday 13 June — Thursday 16 June

June

#### Relay For Life Carlow

Saturday 18 June

## August

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### July 2011

#### IKEA Bed Push

Friday 15 — Saturday 16 July

### August 2011

#### Relay For Life Ballinasloe

Saturday 13 — Sunday 14 August

#### Relay For Life Tipperary

Saturday 27 — Sunday 28 August

## Make the gift of a lifetime

Leaving a gift to the Irish Cancer Society in your will is a profound way to transform the lives of future generations and have a lasting impact on a cause close to the hearts of many people in Ireland. We fully recognise that your loved ones come first, but after you have provided for your family and friends, perhaps you will consider including the Irish Cancer Society in your will too. All legacies, big and small, make a difference. Gifts in wills make up to 11 per cent of our income and help to fund our cancer research programmes and our free cancer information and patient care services. We simply could not do the work that we do without them. If or when the time is right for you to include a legacy in your will, please remember us.

➔ For further information or to speak, in total confidence, about the possibility of leaving a legacy to the Irish Cancer Society, please contact Edel Cribbin on 01 231 0510 or email: [ecribbin@irishcancer.ie](mailto:ecribbin@irishcancer.ie)

**Have you already made a gift in your will to the Irish Cancer Society?** We would greatly appreciate hearing from you so that we can express our gratitude and ensure your wishes are fulfilled. All information will be treated confidentially.

**Would you be willing to share your story and tell us what inspired you or a family member to leave a legacy to the Society?**

If so, please contact Edel Cribbin on 01 231 0510 or email [ecribbin@irishcancer.ie](mailto:ecribbin@irishcancer.ie)



## Let's shop!

Calling all shopaholics. We have 19 charity shops around the country, where you can shop for superb value items while supporting us.

We are always looking for high quality goods to sell in our shops, and you can donate any of your unwanted clothes, shoes, books, bric-a-brac or gifts that are in good condition.

Now you can even donate your unwanted furniture to our shops in Cornmarket St, Cork, in Ennis and in Castlebar.

Our shops are open from 10.00am - 5.00pm Monday - Saturday.

Find out more: [www.cancer.ie/fundraising/shops.php](http://www.cancer.ie/fundraising/shops.php)

Locations include:

**Dublin:** Clondalkin, Camden St., Rathmines, Capel St., Dun Laoghaire, Kimmage and Phibsboro. **Cork:** Castle St., Princes St., Cornmarket, Mallow. **Clare:** Ennis. **Kerry:** Tralee. **Limerick:** William St.. **Louth:** Drogheda. **Mayo:** Castlebar. **Tipperary:** Clonmel. **Waterford:** The Quay. **Wicklow:** Bray.