

Lymphoma IN THE LIMELIGHT



**Lymphoma Awareness Month
September 2022**

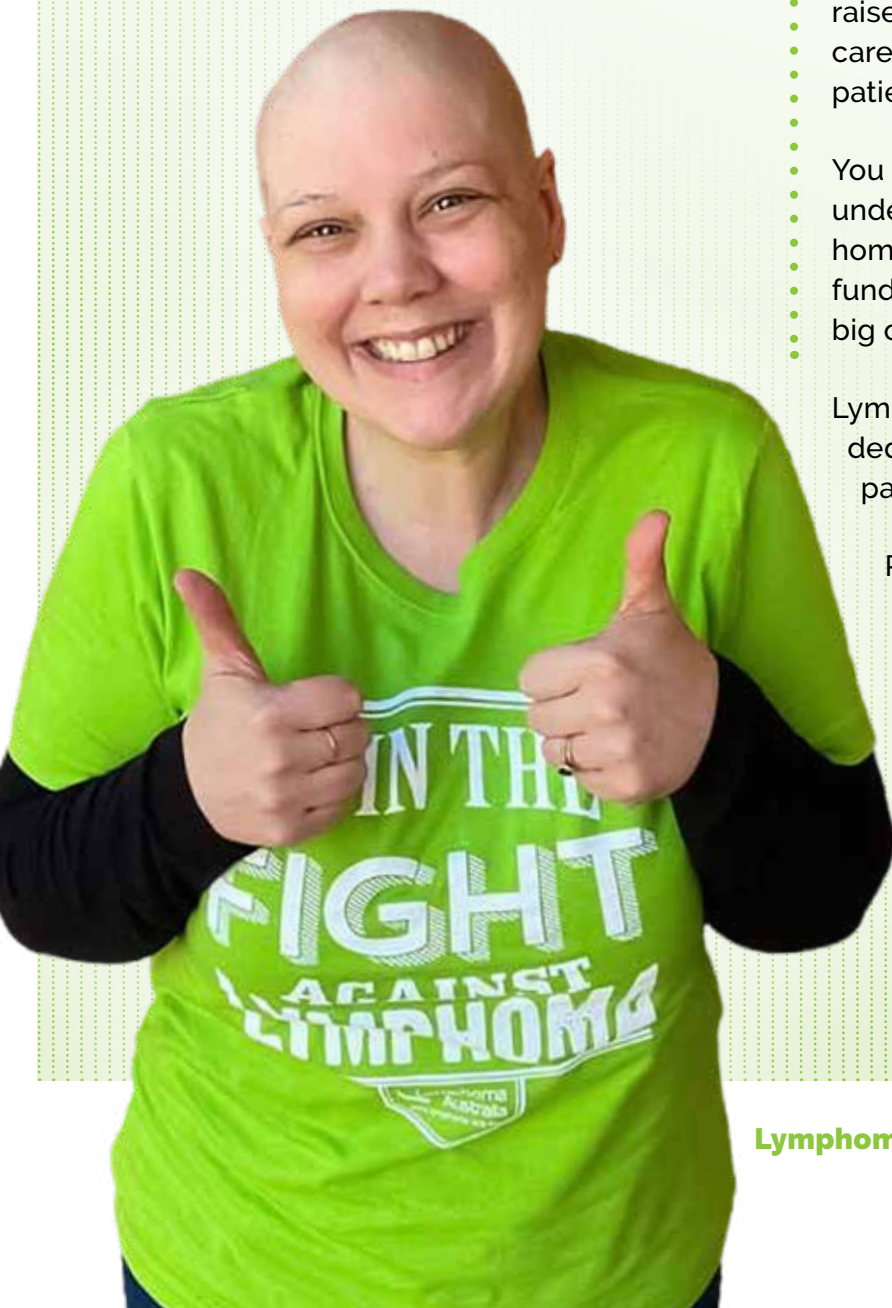
Communications Toolkit



September is World Lymphoma Awareness Month, so it is time to put *Lymphoma* **IN THE LIMELIGHT!**

Throughout September, Lymphoma Australia is encouraging people to put **LYMPHOMA** in the **LIMELIGHT**.

Lime is the colour of the cancer rainbow for lymphoma and there are many ways you can join the Limelight campaign with us.



- You can wear lime for someone with lymphoma, share information about World Lymphoma Awareness month, and share facts to help raise awareness.
- You could also participate in our new fundraising campaign, **FUND A NURSE** – fundanurse.org.au. We're asking people to purchase symbols of care to help us raise \$150,000 to employ a new lymphoma care nurse to provide vital support to patients and their families.
- You can simply give a donation or undertake a fundraising activity at work, home or school to help reach your fundraising goal. Your support can be as big or large as you like!

Lymphoma Australia is the only charity dedicated to lymphoma, supporting patients, carers and health professionals.

Putting Lymphoma in the Limelight leads to earlier diagnosis, better access to treatments, and support for a cure.

Why do we need to put *Lymphoma* **IN THE LIMELIGHT!**

Approx. 6,900 Australians are diagnosed with lymphoma (and CLL) each year and it is the most common cancer in the adolescent and young adult age group (16-30 years). Tragically, 1,700 die from lymphoma each year. There is no known cause and no pre-screening tests.

Lymphoma Australia's aim is to reduce the impact of this cancer in the community through awareness, education, advocacy, support and research.

We depend on community support to provide patients and carers access to Lymphoma Care Nurses. Our nurses assist patients and carers access information, find out more on treatment options, know about clinical trials and offer support - ensuring better outcomes for patients.

Our goal is to ensure every Australian diagnosed with lymphoma should have access to the appropriate support; education and information free of charge.

LYMPHOMA STATISTICS IN AUSTRALIA

- » It is estimated that more than 6,900 Australians will be diagnosed with Lymphoma in 2022, which equates to 19 people per day.
- » Lymphoma is a cancer of the lymphatic system and is the number one blood cancer in Australia

- » Lymphoma is the number one cancer in 15- 29 year-olds in Australia
- » There are more than 80 subtypes of lymphoma and many are incurable
- » It is the 3rd most common cancer in children
- » The cause of lymphoma is unknown
- » Lymphoma doesn't discriminate — anyone can get it

LYMPHOMA SIGNS AND SYMPTOMS INCLUDE:

- » Swollen lymph nodes (neck, armpit, groin)
- » Fever
- » Drenching sweats, especially at night
- » Reduced appetite
- » Unexplained weight loss
- » Generalised itch
- » Persistent tiredness
- » Short of breath, a cough that won't go away
- » Pain when consuming alcohol



How you can help put *Lymphoma* **IN THE LIMELIGHT**

1. Follow **@LymphomaAustralia** on Facebook, Instagram and LinkedIn, and **@LymphomaOz** on Twitter.
2. Like **#LymphomaintheLimelight** posts and share them with your friends and family, colleagues and followers. Encourage them to share too!
3. Add a customised message to our social media tiles throughout September to raise awareness of lymphoma and CLL and show your support for patients and their families. Remember to tag us and add the hashtag.

SOCIAL MEDIA TILES



How you can help put *Lymphoma* **IN THE LIMELIGHT**

4. Use or adapt the suggested copy below. Remember to add the hashtag **#LymphomaintheLimelight** and tag **@LymphomaAustralia/@LymphomaOz**

September is Lymphoma Awareness month. Shining a limelight on lymphoma leads to earlier diagnosis, better access to treatments, and support for a cure.

#LymphomaintheLimelight
#LymphomaAwarenessMonth

The 15th September is World Lymphoma Awareness Day. Put LYMPHOMA in the LIMELIGHT to make a difference to the lives of Australians impacted by lymphoma.

#LymphomaintheLimelight
#LymphomaAwarenessMonth
#WLAD22

It is time to put lymphoma in the limelight! Join us/me this September as I/we take part in @LymphomaAustralia's Limelight for Lymphoma.

#LymphomaintheLimelight
#LymphomaAwarenessMonth

It's Lymphoma Awareness Month. Join us to put lymphoma in the limelight.

#Lime4Lymphoma
#LymphomaAwarenessMonth
#Fundanurse

COPY & PASTE!

6,900 Australians will be diagnosed with lymphoma this year, which equates to 19 people per day. September is Lymphoma Awareness Month. Help Lymphoma Australia fund a new lymphoma care nurse to make sure no one faces lymphoma alone. Visit fundanurse.org.au.

#Lime4Lymphoma
#LymphomaAwarenessMonth
#fundanurse

Every day 19 Australian's are diagnosed with lymphoma. Lymphoma Australia is there for patients across Australia. Put Lymphoma in the Limelight and fundraise for more lymphoma care nurses to ensure no one faces lymphoma alone. Visit fundanurse.org.au.

#LymphomaintheLimelight
#fundanurse
#LymphomaAwarenessMonth

How you can help us **FUND A NURSE**

This September over Lymphoma Awareness Month we are launching an exciting new fundraising campaign **FUND A NURSE**.

We're asking people to buy virtual symbols of care to help us raise \$150,000 to fund a new lymphoma care nurse to join our team. Visit our website to find out more: fundanurse.org.au.

You can simply give a donation or sign up to create a fundraising event and undertake activity of your choice at work, home or school.

• **HERE ARE SOME FUNDRAISING IDEAS • TO INSPIRE YOU!**

- » Create a LIMELIGHT fundraising event - hold a morning tea, lunch or after work drinks with lime-coloured treats (think LIME milkshakes or cocktails, LIME icing, LIME cheesecake)
- » Take on a physical challenge – set a staff challenge for burpees, cartwheels or walking 10km per day – it's up to you.
- » Collect donations or pledge a percentage of your companies' sales for a nominated day
- » Ask your workplace to dollar match your fundraising efforts
- » Buy Lymphoma Australia merchandise – ribbon pins, bandanas/face masks, t-shirts, hats, bracelets etc.
- » LIME IT UP during September – wear lime green tutus, glam it up, have some fun!



How your fundraising will help put *Lymphoma* **IN THE LIMELIGHT!**

Your fundraising will enable us to employ more lymphoma care nurses.

Our team undertake vital work supporting patients and their families across Australia so no one has to face lymphoma alone.

THE SUPPORT LYMPHOMA AUSTRALIA OFFERS INCLUDES:

- » Patient information packs – for those diagnosed, family and friends. Our free pack provides information on diagnosis, treatment, subtypes, a diary to keep notes and wellbeing and emotional support services.
- » Nurse Support line 1800 953 081 – a confidential, free and direct connection to a specialist lymphoma care nurse. Our free nurse support line ensure that we are only ever a phone call away, so that no one feels alone on this journey
- » Support groups – online connection with peers. A private group for support, education and sharing to bridge the gap and discuss the impacts of lymphoma.
- » A website dedicated to lymphoma that keeps you updated and helps the Australian community understand this cancer
- » Free education sessions for patients, carers and health professionals



Lymphoma IN THE LIMELIGHT

SOCIAL MEDIA ACCOUNTS

Facebook [@Lymphoma Australia](#)
Instagram [@LymphomaAustralia](#)
Twitter [@LymphomaOz](#)
LinkedIn [@Lymphoma Australia](#)
YouTube [@Lymphoma Australia](#)

HASHTAGS

#LymphomaintheLimelight
#Lime4Lymphoma
#LymphomaAwarenessMonth
#WLAD2022

IMPORTANT LINKS

[Lymphoma Awareness Month page](#)
[Lymphoma Merchandise/Shop](#)
[Lymphoma Australia](#) – for
information, support and news

NEED FURTHER SUPPORT?

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MEDIA COMMENTS

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