

Highlight

www.cancer.ie

Spring | Summer 2013



**Irish
Cancer
Society**

50
years

A newsletter for friends and volunteers of the National Cancer Charity

A warm welcome to our special 50th anniversary edition of Highlight

Dear Friend,

A HEARTFELT THANK YOU

It was a wet and windy Daffodil Day but that didn't dampen your spirits. You, our Ordinary Heroes, took to the streets despite the atrocious weather and raised vital funds, enabling us to continue to offer our free services to cancer patients. Quite simply, we would not exist were it not for the support and dedication of people like you.

Across the country, you hosted events and brought a touch of daffodil bloom to your workplaces, schools and communities. From the bottom of our hearts, we thank each of you. And when we launched our emergency appeal to tell you that the bad weather had significantly affected funds, again you rose to the challenge and you continue to do so.

The money is still coming in and we are very grateful for every cent. If you still have money to bank or wish to respond to our emergency appeal, please do so today. Every euro makes a difference and it's vital that we put this money to work as soon as possible. See pages 8 and 9 for more information

50 YEARS OF CARING FOR PEOPLE WITH CANCER

We're proud to be in our 50th year of operations. From humble beginnings in 1963, the Society has grown and flourished and in that time there have been many strides and breakthroughs. Because of the Irish Cancer Society, its founders, its supporters and volunteers, there are many people in Ireland who are free of cancer and many more who can look forward to a future without cancer.

A FUTURE WITHOUT CANCER IS POSSIBLE

While our 50th anniversary gives us a chance to reflect on the past, our sights are firmly set on the future. Earlier this year we launched our most recent Strategic Statement, which outlines four key goals:

- Reduce the risk of cancer
- Improve lives
- Lead excellent collaborative research
- Inform and influence public policy

In working towards these goals, we particularly want to connect with communities because we believe that we can really make a difference there. It is not acceptable to us that there are communities where the incidence of cancer is far higher than it should be and where lives are being lost to preventable illness.

And underpinning these four goals, we in the Irish Cancer Society are boldly declaring that our vision and our mission is a future without cancer.

Truly enormous challenges lie ahead, but we are building on the work already done by cancer specialists, the research and voluntary communities and politicians.

Patients will continue to be our focus. We want to improve the lives of anyone affected by cancer. We have led the way in supporting them, and we will continue to do so.

It is these patients, as well as our donors and our volunteers, who have spurred us on to work towards a future without cancer. Frankly, for them, nothing less will do.

With warmest thanks,



Professor John Kennedy
Chairman



WHAT'S HOT

Ordinary Heroes: The elements conspired against you on Daffodil Day but that didn't stop you. Your resilience knew no bounds and we are truly grateful. See pages 8 and 9 for a flavour of the day.

Looking back: 50 years of the Irish Cancer Society. We turn 50 and it gives us a chance to reflect on our legacy to date. See pages 10 and 11 for a walk down memory lane.

Looking forward: A future without cancer. While we take some time to reflect on the past, not for one moment are we taking our eyes off the future. Read about our new vision and strategy in our Chairman's letter on this page and pages 3 to 7 for an update on our work under our four strategic goals.

Big Tobacco: The tobacco industry needs to recruit 50 new smokers every day in Ireland and women and children have been identified as a 'growth area' by the industry. Read about our plans to stub out Big Tobacco on page 7.

Women and smoking: The number of smoking-related diseases in women is reaching epidemic proportions and more women now die from lung cancer than breast cancer. Go to page 7 to learn more.

Sunburn: A nation of optimists, we remain hopeful that our dreams of fine weather this summer will come true! But always remember to protect your skin and make smart choices in the sun. Be SunSmart and visit www.cancer.ie for lots of tips.

WHAT'S NOT

DAFFODIL CENTRES LAUNCHED IN CORK UNIVERSITY HOSPITAL AND HERMITAGE MEDICAL CLINIC



Lord Mayor of Cork Cllr. John Buttimer, Ann Buckley and Anna Buckley pictured at the launch of the Irish Cancer Society's Daffodil Centre at Cork University Hospital (CUH) in May

FOUR MORE CENTRES 'AT AN ADVANCED STAGE'

Over the last couple of months we launched our two most recent Daffodil Centres in Cork University Hospital (CUH) and the Hermitage Medical Clinic, Dublin. Run by a specialist nurse and trained volunteers, Daffodil Centres provide a range of information, advice, help and support on all aspects of cancer, free of charge. We now have eight Daffodil Centres in hospitals in Cork, Dublin and Galway and plans are at an advanced stage for four more in Letterkenny, Waterford, Limerick and

St Vincent's University Hospital, Dublin. We are investing €3.6million over the next three years in the rollout of Daffodil Centres across the country.

Daffodil Centres give you a chance to talk in confidence and be listened to. If you are concerned about cancer, diagnosed with cancer or caring for someone with cancer, you are very welcome to drop into our centres – no appointment necessary. Visit www.cancer.ie/how-we-can-help/daffodil-centres to watch a video about our Daffodil Centres and for an up-to-date list of locations.

Daffodil Centre volunteers Therese Crosbie, Gretta Rabbittie and Lorna O'Connell at the Hermitage Medical Clinic



Lorna O'Connell, Donal Buggy, John Kennedy, Eamonn Fitzgerald, Mary Loftus, Nuala Geraghty.



Daffodil Centre at the Hermitage Medical Clinic



A Driving Force

Care to Drive has been really motoring along over the past few months with the service now available to patients in 11 hospitals – visit www.cancer.ie/how-we-can-help for a list of locations. This vital service is now being accessed by over 200 patients a month with our extraordinarily active volunteer drivers transporting patients to more than 400 treatments monthly. The number of patients accessing Care to Drive has increased by 154 per cent on this time last year, with a particular increase in patients from rural communities.

On the back of this success, other hospitals have partnered with us and we are delighted to be recruiting volunteer drivers for the following hospitals in 2013: Waterford Regional Hospital; Mercy University Hospital, Cork; Cork University Hospital; and Kerry General Hospital. For more information about the Care to Drive service, talk to your hospital social worker or nurse or call 01 2310522.



FANCY A SPOT OF SPRING CLEANING?

If you're thinking of having a clear-out, Irish Cancer Society shops across the country are looking for your unwanted clothes, shoes, books, bric-a-brac and household items. Please donate directly to your nearest shop. We're also delighted to announce that our new shop on Merchants Road Galway is now open! Visit www.cancer.ie for a full list of shop locations.

For more information on how you can support our work, visit www.cancer.ie, email fundraising@irishcancer.ie, or CallSave 1850 60 60 60





Cancer?
 Concerned about cancer?
 Diagnosed with cancer?
 Caring for someone with cancer?
 We are here to help, to listen, to answer your questions.

National Cancer Helpline
Freefone 1800 200 700
 You can speak to a specialist cancer nurse

The Irish Cancer Society's Cancer Information Service includes:
Email service: helpline@irishcancer.ie
Interactive online help: www.cancer.ie
(cancer chat and cancer forum)

It's confidential and it's free

 **Irish Cancer Society**

43-45 Northumberland Rd, Dublin 4 www.cancer.ie

SURVIVORS SUPPORTING SURVIVORS

SPEAK TO SOMEONE WHO REALLY KNOWS WHAT YOU ARE GOING THROUGH...

Being diagnosed with cancer can be one of the hardest situations to face in your lifetime. For more than thirty years the Irish Cancer Society has been providing peer support to people diagnosed with cancer. Peer support is not about medical advice and it is not about counselling. Peer support is about being able to speak to someone who has also heard the words 'you have cancer' and knows from personal experience the fear, trauma and shock those words can cause. Peer support is about knowing that you are not alone.

Our Survivors Supporting Survivors volunteers don't have to support other cancer survivors. But they choose to help because they above all people know how important it is to feel understood when you may be at your lowest ebb.

If you would like to make contact with one of our carefully selected and trained volunteers, call the National Cancer Helpline on freefone 1800 200 700.

WELCOME FALL IN COLONOSCOPY WAIT TIMES AS BOWEL SCREENING PROGRAMME BEGINS

For several years we have been closely monitoring colonoscopy wait times and in April we noted that the total number of people waiting more than three months for a colonoscopy fell from 2,528 in April 2012 to 468 in March 2013. This welcome reduction is down to the ongoing work of the Special Delivery Unit in the Department of Health, which is committed to reducing waiting times as BowelScreen (the national bowel screening programme) begins. The screening programme is likely to result in an increase in demand for colonoscopies.

However, we remain concerned by the Department of Health's classification of patients waiting for a colonoscopy as either 'urgent' or 'non-urgent' and we believe that such a distinction should not be made. Some patients have obvious symptoms but many do not and some cases considered to be 'non-urgent' will be diagnosed with bowel cancer at an unnecessarily late stage. We urge anyone who has been waiting longer than six weeks for a colonoscopy in a public hospital to contact their GP to see if they can schedule the procedure as soon possible.

SAVE THE DATE: National Conference for Cancer Survivorship

OVER 700 DELEGATES EXPECTED TO ATTEND OUR AUTUMN CONFERENCE

We are delighted to announce that the 2013 National Conference for Cancer Survivorship will take place on **Friday 20th** and **Saturday 21st September** in the Aviva Stadium, Dublin.

For the past 20 years we have held a much-anticipated national conference for cancer survivors along with other regional conferences throughout the year. This year, as part of our 50th anniversary celebrations, we are combining our many conferences into one major survivorship conference. As a result, we are expecting over 700 delegates to attend and it is without doubt the main event of the Society's calendar year for cancer patients and survivors.

Planning is well underway and we are excited to offer a very high calibre of speakers, with something for all attendees. To date, we have secured a diverse group of professionals including:

- Patricia Ganz MD, Professor of Health Services and Medicine, University of California, Los Angeles
- Keith Bellizzi, Human Development and Family Studies, University of Connecticut
- Christy Kenneally, Irish TV Presenter, Scriptwriter and Author
- Sr Stanislaus Kennedy (or Sr Stan as she is affectionately known), Irish Visionary and Social Innovator

The programme is currently being finalised and will soon be available at www.cancer.ie. For more information or to receive an invitation, email Avril at support@irishcancer.ie



Stephen Maher Researcher of the Year

'A CELEBRATION OF RESEARCH'

honours leading lights in cancer research

Research is a core part of the work of the Irish Cancer Society and we fund a diverse range of cancer research projects as well as the brightest young researchers in the country. Last year, we contributed more than €3.2 million to cancer research, making us the largest voluntary funder of cancer research in Ireland.

For the second year running, we held a special Celebration of Research event in March to acknowledge the Society's research achievements of the past and present, and to award outstanding researchers whose work is leading the way in furthering our understanding of cancer.

We were delighted to bestow the title of Researcher of the Year 2012 on oesophageal cancer researcher Dr Stephen Maher from Celbridge, Co Kildare. Dr Maher, a Research Fellow previously funded by the Irish Cancer Society, scooped the top prize from the top three shortlisted candidates for his oesophageal cancer research entitled *miR-31: turning up the heat in radio resistant oesophageal cancer*. His research found microRNA-31 to be a predictive biomarker of response to radiation treatment, and a novel therapeutic agent with which to enhance the efficacy of radiotherapy.

Speaking at the ceremony, Dr Maher said, 'I am honoured to be awarded the Irish Cancer Society Researcher of the Year Award. The Society has been extremely supportive of my

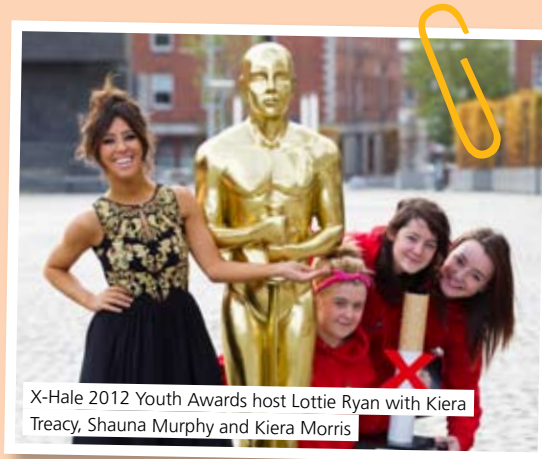
research project from the outset and I'm very grateful for their funding, without which this oesophageal cancer study would not have been possible. It's my hope that this research, in addition to the research projects shared by the other Society Scholars and Fellows, will help change the lives of cancer patients for the better in Ireland.'

The other two finalists were Dr Carol Stone for her research at Our Lady's Hospice entitled *Recognising the risk of falling in patients with advanced cancer* and Dr Eva Szegezdi, a Research Fellow currently funded by the Irish Cancer Society, at NUI Galway for her research *Blazing a new TRAIL in cancer therapy*. Dr Stone's study has led to the development of fall prevention policies for cancer patients and further research in this area. Dr Szegezdi's study modified the structure of the TRAIL protein and generated a version of TRAIL that possessed a much higher tumour-killing activity and, as a result of mathematical modelling, identified potential therapeutics with high and specific tumouricidal activity.

The Irish Cancer Society is very proud of all three shortlisted researchers, who are helping to further enhance Ireland's contribution to the international cancer research community. We especially congratulate Dr Maher for his pioneering study, which was very deserving of this award for its powerful insights and results.

SAVE THE DATE: X-HALE YOUTH AWARDS!

We're excited to announce that the prestigious X-HALE Film Festival will take place on **Thursday, July 4th**. The Film Festival is part of the X-HALE Youth Awards, an Irish Cancer Society project that works with young people to develop anti-smoking campaigns in their own communities. The Film Festival will be the culmination of months of hard work by young people to create short films on the issue of smoking. It promises to be an exciting affair with an Oscar film theme and plenty of awards on offer, not to mention a few celebrities in



X-Hale 2012 Youth Awards host Lottie Ryan with Kiera Treacy, Shauna Murphy and Kiera Morris

Reflection of a smoker

by Mary Briscoe

Now the recession has truly bitten,
The country frozen and economically smitten
Compounded by weather, ice, sleet and snow,
I really don't know what way to go!

I've tried so many times to quit
I wonder why I try
I need to get my head around it
Oh why, oh why, oh why?

I hate the addiction to nicotine
I started to smoke when I was a teen
"If you are smart, don't start!" they say
Or you'll pay the price with your health one day!

My health is affected in every way
I'm feeling tired throughout the day
My smoking habit is controlling my life
And causing me and my family great strife

My face has developed so many lines!
I don't want to die before my time
I'm out of puff when I climb the stairs
My teeth are rotten and nobody cares!

4,000 chemicals inhaled with every smoke
I hate the coughing, one day I will choke!
60 carcinogens is surely enough
Why am I inhaling all that stuff?

I know I can't afford to smoke
But I hold out very little hope
In this recession I need the cash
Instead of a heap of useless ash!

I felt much better when I quit before
Though the cravings haunted me by the score
Smoking causes a third of all cancers
Quitting now is the only answer

The Smoker's Quitline is there for free
Giving help to smokers like me!
So pick up the phone and give it a try
Before your life passes you by!

National Smokers' Quitline Callsave:

1850 201 203

Mary Briscoe is a smoking cessation counsellor.

RELAY FOR LIFE: Engaging and educating communities across Ireland

Relay For Life, the international 24-hour community celebration event, has really taken off in Ireland. This year, 12 Relays are taking place across the country with five new communities getting ready to Relay for the first time! See page 16 for all the venues and dates.

Last year alone, over 5,000 people took part in Relay to remember those affected by cancer. This figure is set to increase again this year as more and more people look to celebrate cancer survivors and fight back against the disease. Relay For Life is also a terrific platform for communities to educate themselves about cancer prevention and early detection.

If you would like to become a Relayer or would like further information about your nearest Relay For Life event, we'd love to hear from you. Contact the team on CallSave 1850 60 60 60. To learn more about Relay, visit www.cancer.ie/get-involved

Campaign targets serial quitters

The National Smokers' Quitline had a 61 per cent increase in calls as a result of a recent campaign to target smokers who have made many attempts to quit before. Many smokers struggle with quitting cigarettes and research shows that it can take five attempts on average. The campaign's message was not to lose hope and that professional help is available. The National Smokers' Quitline 1850 201 203 provides expert support to smokers over the course of a year to help them become ex-smokers. By calling the Quitline, smokers can double their chances of success.





Orla O'Connor, Director of the National Women's Council and Kathleen O'Meara, Irish Cancer Society

WOMEN AND SMOKING: Time to Face the Crisis

In January, Minister Alex White TD launched *Women and Smoking: Time to Face the Crisis*, an Irish Cancer Society report showing action is needed to help women quit smoking. The report brings together the latest evidence on the epidemic of female smoking and the actions needed to address the crisis. It also publishes the findings of a major Conference organised by the Irish Cancer Society in collaboration with the National Women's Council of Ireland in July 2012. You can read the report by visiting www.cancer.ie/publications/reports



Access to new cancer drugs

The Irish Cancer Society welcomes the announcement that the HSE has an additional €17 million to spend on high-cost cancer drugs in 2013. The exciting innovations in cancer drugs come at an increased cost and the additional budget will ensure greater treatment options for cancer patients.

We are committed to ensuring that cancer patients continue to benefit from new technologies and medicines being developed for market, as long as there is a clear clinical benefit. During 2012 we enhanced our relationship with the Irish Platform for Patients' Organisations, Science and Industry (IPPOSI) which is working with the National Centre for Pharmacoeconomics (NCPE) to ensure patients' views are incorporated early into the process used to decide what drugs will be reimbursed by Government.



STUBBING OUT THE TOBACCO INDUSTRY

The tobacco industry must recruit 50 new smokers a day in Ireland to maintain its current customer base. One of the most effective ways it can do this is to make its product attractive to women and children, who have been identified as 'growth areas' by the industry.

We strongly support Minister James Reilly's goal to make all tobacco packets look the same. This means that tobacco manufacturers won't be able to use covert techniques to communicate subtle messages to smokers. For instance, some smokers may think that the word 'light' means that those cigarettes are not as harmful as others, which is not the case. Or using light blue or white colouring may indicate that a cigarette brand is mild and won't cause as much health damage. We are delighted that the Minister is introducing legislation that will make all cigarette packs look the same and carry large health warnings.

BILL PROMOTES USE OF CHEAPER GENERIC DRUGS

The Irish Cancer Society welcomes legislation that will increase the use of generic medicines in Ireland. A generic medicine is a medicine that is similar to an original, brand named medicine. It has the same active substances as the original medicine and is made to exactly the same standard as a branded drug to make sure it is safe and effective. Generic medicines enhance price competition and value-for-money, while providing the same benefit to the patient as a branded drug.

Currently, when a specific brand of medicine is prescribed for a patient, a pharmacist can only supply that particular brand. The Health (Pricing and Supply of Medical Goods) Bill allows pharmacists to substitute medicines which have been selected as interchangeable by the Irish Medicines Board.

Update on breast cancer screening for women aged 65-69

BreastCheck, the National Breast Screening Programme, has detected more than 6,000 breast cancers in women aged 50 to 64 since it began in 2000. The Irish Cancer Society remains focused on ensuring that the Government commitment to extend the programme to women aged 65 to 69 becomes a reality.

A review of the BreastCheck screening process, commissioned in 2012 by the Department of Health and Children, has recently been submitted to Department of Health officials. This review will help to inform how greater efficiencies may be achieved within the programme in order to extend the age range at the earliest date. The Strategic Framework for Reform of the Health Service estimates that this will be in 2014 and we are committed to ensuring that this happens.

DAFFODIL DAY



Alexandra O'Donnell (4) from Rathgar, Co Dublin braving the rain on Daffodil Day.



Little helpers Lilly Hanrahan Maguire and Lauren Byrne, with the help of Dell employees Angela Burke and Brid Malone, launched the Irish Cancer Society's fundraising campaign 'Our Company Cares', appealing to companies to show they care and support the Society's annual Daffodil Day campaign, supported by Dell, which took place on Friday 22nd March. Organisers hoped to raise €3.4million for cancer information, care and support services around the country and appeal for companies to get involved.



Frank O Sullivan from Beaumont, Dublin 9, and Mary Dowling from Killiney on Daffodil Day

It was a wet, windy and bitterly cold Daffodil Day but our streets were still filled with smiling volunteers. You, the Ordinary Heroes, braved the elements and raised vital funds enabling us to continue to offer our free cancer services. A sincere and heartfelt thank you to each of you. We salute your hard work, your creativity and your sense of fun despite the atrocious weather.



Renowned gardener designer Diarmuid Gavin with some little Wicklow helpers from our lead partner Dell: Darby Condren (4) from Bray; Jack Temple (5) from Enniskerry; and Ali Condren (3) from Bray



RTÉ Broadcaster Aine Lawlor with Phyllis Masterson from Templeogue, Dublin at the launch of Daffodil Day.



Comedian PJ Gallagher launched our first ever Daffodil Day app, developed by our partner Dell



Daffman James Gilleran from Dublin, pictured with his Daffodil Day billboard!



An Tánaiste Eamon Gilmore with Alexandra O'Donnell (4) and her brother Luke O'Donnell (3) from Rathgar, Co Dublin

Unfortunately, Daffodil Day 2013 still needs your help. Due to the bad weather there is a significant shortfall on funds raised this year. If you didn't get a chance to support us, there are still many ways to do so: (1) CallSave 1850 60 60 60 (2) Visit www.cancer.ie (3) Text Daff to 50300 to donate €4 (100% of your donation will go to the Daffodil Day) (4) Buy a virtual daffodil on the Irish Cancer Society's Facebook page



Comedian Jimmy Carr supporting Daffodil Day while on tour in Ireland.



Singer Declan Nerney and Comedian Brendan Grace are pictured with Irish Cancer Society CEO John McCormack at the launch of their new single The Times are Changing Fast. Proceeds from the single went towards Daffodil Day.



Daffodil Day volunteer Valerie Abbott from Ballycullen in, Dublin 24, braving the rain on Daffodil Day.

Don't forget to bank your Daffodil Day funds if you haven't already! Every euro makes a difference and it's important that all collections are lodged as soon as possible, so we can put that money to work.



Alexandra O'Donnell (4) and her brother Luke O'Donnell (3) from Rathgar, Co Dublin with our Daffodil Day stamp.

50 YEARS

A LOOK BACK AT SOME OF THE FACES THAT HAVE WORKED WITH THE



Gerry Ryan with singer/songwriter Leslie Dowdall on Daffodil Day 1998



Participants in the Christmas Pudding Race in aid of the Irish Cancer Society on Henry Street, Dublin in December 1987



Mick Lally and Mary McEvoy of Glenroe on Daffodil Day 1989



Mike Murphy, Nell McCafferty, Gay Byrne and Mary O'Rourke on the Late Late Show on Daffodil Day 1992



Ian Dempsey with Catherine Barthly at Daffodil Day 1997



Launch of the Sunsmart Campaign by the Irish Cancer Society and the Irish Farmers Association - in June 1997



Home Care Nurses pictured in 1990 at the former headquarters of the Society at 5 Northumberland Road, Dublin 4

IRISH CANCER SOCIETY OVER ITS 50 YEARS

The Society presents a cheque to Sr Mary Candice, Sister in Charge of St Gabriel's Hospital, Cabinteely and Sr Ellen Teevan in January 1971. The £6,000 endowment went towards four beds for terminal cancer patients at the hospital.



Ted Kennedy Junior attends Daffodil Day 1995



Nurses Olywn Scully, Jenny Dunne and Sandra Flaherty pictured in St Stephen's Green, Dublin, on Daffodil Day 1997.



Pictured in August 1988 at the launch of the 'True Choice New Schools' Health Education Programme were (l-r): Dermot Stokes and Liam O'Dwyer, Co-Authors of the programme; Mary O'Rourke, Former Minister for Education; and Lady Antonia Beckwith, Founder of the Society



Pictured at the launch of the Reach to Recovery Programme in March 1988 were (l-r): Avril Gillatt, Irish Cancer Society with Dr Maeve Hillery and Francine Timothy from the American Cancer Society



Jack Charlton, Former Irish Soccer Manager and Nurse Jenny Ledwith, then Co-Ordinator of the National Cancer Helpline March 1991

50 YEARS

Pictured at the launch of the Irish Cancer Society's 50th Anniversary and strategy were (l-r) Alan Gorman, Cancer Survivor; May Ryan, Cancer Survivor; John McCormack, Irish Cancer Society CEO; and Aine Lawlor, RTÉ Broadcaster and Cancer Survivor



A STEP BACK IN TIME

The idea for the Irish Cancer Society came about during a flight taken by one of our founding members, well-known physician Professor Austin Darragh. Here Professor Darragh describes the evolution of Ireland's national cancer care charity from humble beginnings in 1963.

AN IDEA TAKES FLIGHT

"I had become associated with a pharmaceutical company in Denmark and one night on a flight back to Ireland, I read to my amazement that 100 people a year were dying of non-melanoma skin cancer in Ireland and I thought that was a terrible indictment of our care of people in this country. These people weren't dying of the disease, they were dying of ignorance because skin cancers are visible and curable if caught early.

After the mid-flight realisation about the scale of cancer in Ireland, I spoke to six people I wanted to get on board the first committee of a thing called the Conquer Cancer Campaign.

HUMBLE BEGINNINGS

That was formed in 1957-ish. It wasn't terribly easy to get the money but we still managed to go around the country with the help of the Irish Countrywomen's Association or the postmistresses who would arrange places to talk about this problem of recognising cancer and getting people to go and talk to their doctor about it.

I did some broadcasting at the time with RTÉ and I was asked to speak to a doctor who was treating patients who had cancer but had developed secondary infections. It transpired he was helping to kill off the bacteria of the secondary infections – it didn't cure off the cancer but they were

getting an extension of life.

When I told this to Fred O'Donovan on the Board, he was quite upset by this and he said we must do something. He said he knew a guy in the North who was successfully raising funds for the Mater Hospital in Belfast. We thought we'd talk to him and see if he was willing to come South. Happily, Frank Doherty said he'd love to join us.

THE NATIONAL CANCER CARE CHARITY IS BORN

In 1963, the Conquer Cancer Campaign turned into the Irish Cancer Society. We had a secure funding base and felt that we could now have the audacity and the ambition to take on a national title.

The first Board was Fred O'Donovan, Dr Jack O'Riordan, Dylan Digby, Eric Webb, Joe Donoghue, Lady Antonia Wardell and myself. I wanted seven people on the board – why? One in seven people would die of cancer in those days and I thought having seven would keep the feet at the fire.

A VIBRANT AND PROGRESSIVE ORGANISATION

Our subsequent evolution from humble beginnings in a basement office near Fitzwilliam Square was all due to the work of the CEOs and the members of the committees.

Over time my connection became

considerably more remote. I felt the ideal thing for me was to fade into the background and let other people bring the Society forward.

I'm happy to say the CEOs who came along all made magnificent contributions to adapting the Society to the needs of the time and that's where it's at today – it's a very vibrant and progressive organisation.

AN IMMEASURABLE LEGACY

Our greatest achievements to date? The innumerable lives we've saved, the inestimable amount of pain we've stopped, the extraordinary amount of confidence for the future we've given to people who got the diagnosis. That's setting our achievement – you can only measure it in human terms because you can't measure it in pounds, shillings and pence".

Since 2002, Professor Austin Darragh has been a Professor in the Chemical and Environmental Science Department at the University of Limerick. He also sees patients who have Chronic Fatigue Syndrome and has a huge interest in research in that area. At the age of 85, he shows no signs of retiring.



Irish Cancer Society Founding members Lady Antonia Beckwith and Eric Webb with President Higgins

A Presidential Welcome

On Tuesday May 7th, President of Ireland Michael D. Higgins warmly welcomed the Irish Cancer Society to Áras an Uachtaráin to mark the Society's 50th anniversary. Longstanding Society volunteers, as well as three of the Society's founding members, were recognised at the event for their contribution to the Society and to those who have been diagnosed with cancer in Ireland.

The volunteers were individually welcomed by the President who heard how they help the Society to provide services to cancer patients in Ireland. Given the large numbers of volunteers who support the Society, a draw was held to allocate the limited places available.

Mohican mania as Shave or Dye breaks world record!

Shave or Dye 2013 will be remembered for setting a hair-raising world record for the largest gathering of people with Mohican hairstyles. The event, which was hosted by Today FM, saw a total of 257 listeners (aged 2 to 62!) bravely agree to have their heads shaved live on the station's Ray D'Arcy Show. The event marks the fourth year of the extraordinarily successful Shave or Dye campaign, which to date has raised over €4.5 million for the Irish Cancer Society. We are incredibly grateful to the team at Today FM and to everyone who supported the campaign across the country.



THE FIRST EVER COLOUR DASH TAKES PLACE IN PHOENIX PARK ON JULY 27TH

Sponsored by Crown Paints, the Colour Dash is our new vibrant fundraising campaign that will take place on Saturday, July 27th in Phoenix Park. Colour dashers of all shapes, sizes and speeds will start the 5k run wearing a white t-shirt that will be transformed into a work of art! At each kilometre powder paint fills the air to cover participants in colour, with five colours used to represent five different cancers. This unique event is more about colour and fun with your family and friends than speed. At the finish line the party really starts and the air will be filled with music and entertainment. To get involved in the world's brightest and craziest 5k, CallSave our team on 1850 60 60 60 or visit www.cancer.ie

FASHION TARGETS BREAST CANCER

We were delighted to see the return of the Fashion Targets Breast Cancer campaign for 2013, marking its 8th year. The iconic FTBC target T-shirt, fronted by Super Model Karolina Kurkova, went on sale at Brown Thomas and BT2 stores in April. The T-shirt incorporates the original FTBC logo inspired and designed by Ralph Lauren in memory of his late friend Nina Hyde, the Washington Post columnist who died of breast cancer. All proceeds from the sale of the target T-shirt, which retails for €30, go to the Irish Cancer Society and Europa Donna Ireland. If you want to purchase the T-shirt, email corporate@irishcancer.ie



WELL DONE TO ALL WHO TOOK PART IN THE GREAT LIMERICK RUN

Ms Universe Ireland Aoife Hannon



The Irish Cancer Society was proud to have been chosen as the official charity partner for the Great Limerick Run, which took place over the May Bank Holiday Weekend. We rely hugely on sponsorship from such events to support our services and we are very grateful to all those who took to the streets of Limerick in aid of the Irish Cancer Society.

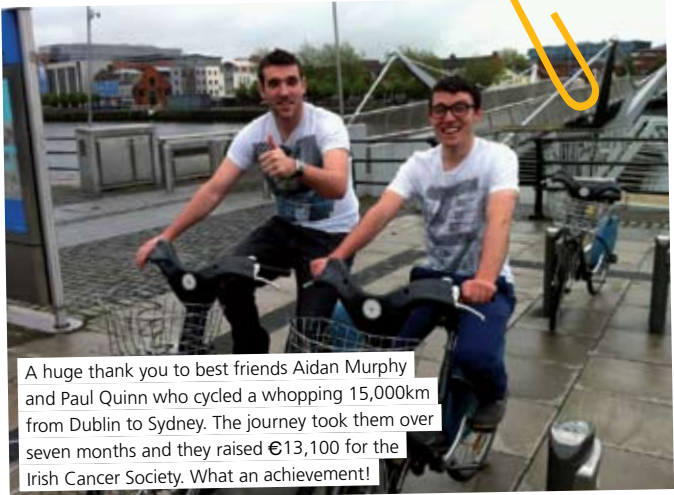
KINSALE TURNS PINK!

On Sunday March 3rd, over 1,000 walkers and runners raised over €70,000 (and counting) on the second Kinsale Pink Ribbon Walk in aid of Action Breast Cancer. Every participant wore a Pink Ribbon Walk t-shirt and the town of Kinsale went pink for the weekend, with over 120 flags, bunting made from hundreds of old bras dyed pink, balloons and special window displays to show support for the event and raise breast cancer awareness. A great big thank you to everyone who took part in this very special event!

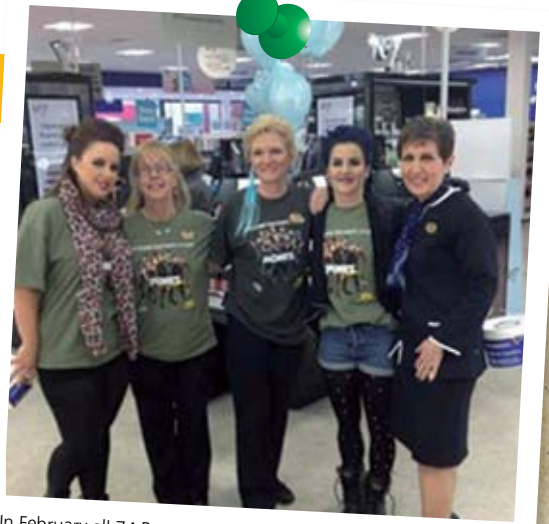
The wonderful Killaloe and Kells Pink Ribbon Walk committees are working hard in advance of their walks coming up on June 9th and September 9th respectively. If you would like to find out more about these fun events, visit www.pinkribbonwalk.ie

THANK YOU

OUR WORK IS ALMOST ENTIRELY FUNDED BY VOLUNTARY DONATIONS AND NONE OF IT WOULD BE POSSIBLE WITHOUT THE COMMITMENT AND GENEROSITY OF OUR AMAZING SUPPORTERS. WE'D LIKE TO SAY A SPECIAL THANK YOU TO THE FOLLOWING SUPPORTERS...



A huge thank you to best friends Aidan Murphy and Paul Quinn who cycled a whopping 15,000km from Dublin to Sydney. The journey took them over seven months and they raised €13,100 for the Irish Cancer Society. What an achievement!



In February all 74 Boots stores took part in 'Boots Blue Hair Day' as part of our Shave or Dye Campaign. Well done to all staff who dyed their hair blue for the day and raised over €10,000!



A huge thank you to Eamonn and Ros Crotty and the committee for organising the annual Great Island 10 Mile Road Race. This year a record number of 720 runners and 200 walkers took part in the event and it was made all the more special with local legend Sonia O'Sullivan leading out the race. To date the committee has raised over €78,000 and will make the €100,000 target this year. All funds raised from the race go towards the Society with special emphasis on palliative care.



The staff of DHL brightened up their sorting floor by dressing up a mannequin in a DHL uniform and of course our beautiful silk daffodils.



Congratulations and thank you to all of the ladies involved in the hugely successful annual Daffodil Day Fashion Show in Drogheda. Special thanks to the cancer survivors who took to the catwalk this year.



A big thank you to all involved in organising The Mickey Doherty Memorial Cup in Carndonagh.



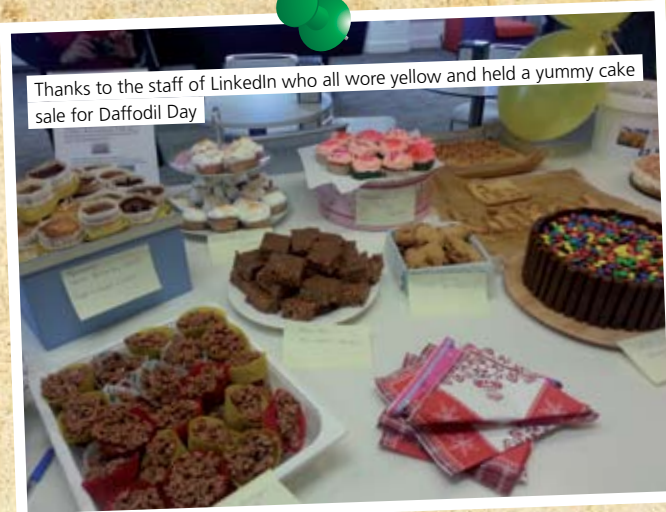
A big thank you to the ESB Trading team for taking part in Shave or Dye. Staff shaved and dyed their hair and even dressed up as monks and punks. Well done on raising €5,000!



Special thanks to the Insurance Institute of Ireland which raised €12,000 at its annual networking Gala in the Burlington Hotel, Dublin.



Very well done to Josephine O'Connor who organised our first ever cross-border event for the Irish Cancer Society and Cancer Research UK.



Thanks to the staff of LinkedIn who all wore yellow and held a yummy cake sale for Daffodil Day



Sinead Nicholson had her beautiful blonde hair shaved in support of her sister Caitriona's battle with cancer. Caitriona is receiving chemotherapy and lost her hair as a result. The girls held a shave-off event in Sally O'Briens Bar, Arklow and raised an incredible €11,312. Both girls are an inspiration and we thank them for their amazing fundraising.

AND THANK YOU TO OUR GENEROUS CORPORATE PARTNERS AND FRIENDS...

- A huge thank you to all the companies who have supported us by taking part in Shave or Dye and Daffodil Day, and to those who organised other events within their organisations. We salute you and we really do appreciate it!

- A special thank you to Dell, our Daffodil Day sponsors. Dell employees are always guaranteed to go the extra mile in supporting us on our flag day.

- Well done and thank you to Today FM for rolling out another amazing Shave or Dye campaign!

- Thank you to the fantastic staff of Dell, Airtricity, Ulster Bank, and Citibank for donating their time in our warehouse and helping us to send out our Daffodil Day orders to our supporters around the country!

- Thanks to the staff of Bank of America Merrill Lynch who sold daffodils and cakes for Daffodil Day.

- Thanks to all the Ernst & Young offices in Dublin, Limerick, Cork, and Waterford who took part in Daffodil Day by selling fresh daffodils and treats at lunch to staff!

- Thanks so much to the staff of Microsoft BIOS who helped out with Dublin city centre street sales on Daffodil Day this year! They stood out in the cold and rain and raised vital funds for our services.

- Thanks to the staff at Toni & Guy who, with the help of Dundrum Town Centre, gave two of our volunteers a makeover. The ladies, who are also cancer survivors, looked stunning with their new hair and stylish outfits.



Daffodil Day preparation in Ramelton

CALENDAR OF EVENTS

JUNE 2013

GUINNESS BOOK OF RECORDS

Rock the Boat in Carrick on Shannon on Sun June 2

RELAY FOR LIFE

Tralee, Kerry
June 29 and 30

RELAY FOR LIFE

Carlow, Carlow
June 21 and 22

TREK4 LIFE

Camino, Spain
June 22

JULY 2013

X-HALE FILM FESTIVAL

Dublin
July 4

RELAY FOR LIFE

Kilkenny, Kilkenny
July 20 and 21

COLOUR DASH

Phoenix Park, Dublin
July 27

GUINNESS BOOK OF RECORDS

Breaker Caddy
Van Drive
Easkey, Co Sligo
July 27

AUGUST 2013

RELAY FOR LIFE

Ballinasloe, Galway
August

ACHILL RELAY

August 16 and 17

THE RED HEAD CONVENTION

Crosshaven, Co. Cork
August 23 – 25

RELAY FOR LIFE

Tipperary
August 24 & 25

GUINNESS BOOK OF RECORDS

Rock The Boat on
Rossnowlagh Beach,
Co Donegal
August 25

HURLING FOR CANCER RESEARCH

Kildare
August

SEPTEMBER 2013

RELAY FOR LIFE

Castlebar, Mayo
September

RELAY FOR LIFE

Kildare
September 14 and 15

SURVIVORSHIP RESEARCH DAY

Dublin
September 19

NATIONAL CONFERENCE FOR CANCER SURVIVORSHIP

Dublin
September 20 and 21

OCTOBER 2013

BREAST CANCER AWARENESS MONTH,

Nationwide
October

GET THE GIRLS CAMPAIGN

Nationwide
October

RELAY FOR LIFE

Dundalk, Louth
October 5 & 6

TREK4 LIFE

Camino, Spain
5-12 October

TREK4 LIFE

Kilimanjaro, Tanzania
October 25

NOVEMBER 2013

MOVEMBER

Nationwide
November

RESEARCH AWARDS CEREMONY

Dublin
November

ECUMENICAL SERVICES

in Galway Nov 9, Cork.
Nov 10 and Dublin
Nov 17

DECEMBER 2013

CHRISTMAS CARD APPEAL

Nationwide
December

WHERE THERE'S A WILL, THERE'S A WAY...

Have you thought about using your will to improve cancer treatments and patient care? Once your family and friends are taken care of in your Will, please consider leaving a gift to fund vital cancer research. Ask your solicitor today to make a simple addition to your Will to leave a gift to the Irish Cancer Society. For more information please contact Rachael Hurley on 01 2316 649.

TREK TO KILIMANJARO

Take part in an Irish Cancer Society charity trek to Kilimanjaro or Camino in 2013 and raise important funds for cancer research. At the Irish Cancer Society we are committed to improving outcomes for patients through cancer research. We have funded hundreds of innovative research projects over the last four decades and we are now funding the next generation of top class cancer researchers in Irish universities and hospitals.

Trek4Life Camino will take place in June and October 2013 and will take in the last 116km of the famous Camino to Santiago de Compostela. Trek4Life Kilimanjaro will take place in October 2013. For more information CallSave 1850 60 60 60.

