



**Globe-athon Participation Starter Kit:  
Every Step Can Make A World Of Difference**



Dear Advocate to End Women's Cancers:

In September 2014, more than 60 countries and 130 cities will unite to celebrate the second annual Globe-athon to End Women's Cancers, a worldwide movement of physician leaders, advocacy groups, professional societies, governmental officials, and everyday people to build an unprecedented public awareness about the global impact of below the belt cancers. Gynecologic cancer impacts women worldwide, accounting for 19 percent of the 5.1 million estimated new cancer cases each year (World Health Organization International Agency for Research on Cancer).

Globe-athon is about changing the lives of the millions of women and families affected by gynecologic cancers, and we need your help to make that change. Previous awareness events held around the world included walks, runs, music and dance performances, Zumba, rowing, balloon releases and much more.

This year, the movement is being broadened by expanding Globe-athon from one day, to a cadence of activities across the globe throughout September.

We hope you will join us by hosting or participating in a Globe-athon event in your community. Events should be scheduled around the designated Globe-athon movement in your country:

- Week of September 7: North and South America
- Week of September 14: Africa and Middle East
- Week of September 21: Europe and North Asia
- Week of September 28: East Asia and Asia Pacific

We're excited to learn and share the experiences from the unique events that you will host or participate in this year. To learn more about past events and to sign-up for more information, visit [www.globeathon.com](http://www.globeathon.com).

We look forward to sharing more information to help you with your Globe-athon planning soon.

Sincerely,

Globe-athon International Advisory Committee

**Join the conversation, learn more and get involved:**

[www.globeathon.com](http://www.globeathon.com) [www.facebook.com/globeathon](http://www.facebook.com/globeathon) [www.twitter.com/globeathon](http://www.twitter.com/globeathon)



### Host a Globe-athon Event:

Last year, Globe-athon events were held in more than 60 countries and 130 cities. These events included walks, runs, music and dance performances, Zumba, rowing, balloon releases, and much more. Events ranged in size from a few attendees to over 600.

To host an event, email or submit the following information to [team@globeathon.com](mailto:team@globeathon.com):

- Event host first name
- Event host last name
- Country
- City
- Event location
- Event date
- Event time
- Event description
- Contact information for registration (Email Address or Phone Number)
- Optional:
  - Website for local registrations
  - Image

All of the event information must be provided in order for the information to appear on [Globeathon.com](http://Globeathon.com).

Here are some "how to" ideas for inspiration when planning your Globe-athon event. No event is too big or small. The overall goal is awareness and participation regardless of size.

- **Organized Walks:** An organized walk is preferred because it maximizes participation and engagement. Each city and/or country should select a location that is ideal for access, security, and feasibility of acquiring governmental permits to host the event. Planners need to scale events according to availability of resources and think about safety precautions.
- **Alternatives to Walks:** Last year, planners in Egypt hosted a Zumba party for 600 women in a hotel while organizers in Anchorage, Alaska, coordinated a "climb-athon" event where participants hiked up a mountain. Other hosts organized lecture seminars open to the public. For English speaking countries, consider screening the award-winning film "No Evidence of Disease," a documentary about six gynecologic oncologists that formed a rock band to raise awareness around women's cancers. For more details, visit [www.nedthemovie.com](http://www.nedthemovie.com).

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#### Event Hosting Considerations and Provided Support:

- **Online Promotion:** The Globe-athon website and Facebook page are multi-lingual to assist in recruiting participants and disseminating information to promote awareness. City and country events will be listed on the website after submitted to [team@globeathon.com](mailto:team@globeathon.com). An interactive world map will allow visitors to look for events near them.
- **Print Marketing:** Globe-athon will provide branded templates for posters, postcards, stationary, and handouts that contain the Globe-athon logo and branding. These items will be provided in a format that allows for editing and personalization with details regarding local events.
- **Social media:** Social media will be used to drive awareness about Globe-athon and gain awareness online. Monthly suggested social media posts will be sent to event and country hosts for use on their personal social media accounts. There will only be one Globe-athon Facebook page. We ask that hosts post their event information on the Globe-athon Facebook page and not create additional pages to maintain community cohesion.
- **Media coverage:** As we get close to September, Globe-athon will provide a press release template that each of the event host leaders can share with media contacts.
- **Funding:** Each participating event and country host needs to rely on internal resources from the survivor community, NGOs, government agencies (i.e. Ministry of Health), professional cancer societies, industry and local businesses.

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### More Ways to Participate & Share:

Globe-athon is about engaging in conversations to raise awareness about below the belt cancers through learning, sharing and participation.

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#### Follow Globe-athon on Facebook and Twitter

- Share your story and help spread awareness about the worldwide impact of below the belt cancers
- Hosting an event? Share your event on Globe-athon's Facebook and Twitter accounts



Facebook.com/globeathon



Twitter.com/globeathon

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#### Take the pledge

- Pledge to make the goal of taking 10,000 steps each day by walking, running, dancing – however you'd like – in September with Globe-athon
- Take the pledge and share it



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#### Visit Globeathon.com

- Share your photos and videos
- Learn more about below the belt cancers
- Stay up to date on all 2014 events



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