

Tuesday 7 January 2025

MEDIA ADVISORY

(NOT FOR PUBLICATION)

## Less than a month until World Cancer Day 2025

A global campaign led by the Union for International Cancer Control

**Date:** Tuesday 4 February 2025 – World Cancer Day

**Time:** All day

**Location:** Global

**Theme:** **United by Unique**

**World Cancer Day 2025** is less than one month away! Led by the Union for International Cancer Control (UICC) and organised every 4 February, World Cancer Day is a global initiative to improve awareness and knowledge of cancer risks and actions to better prevent, detect and treat the disease. It has become one of the most celebrated health awareness days around the world.

This year marks **the first year of the ‘United by Unique’ campaign** calling for a **people-centre approach to cancer care**. This approach is oriented around individuals and communities instead of just the disease. By fully integrating each individual’s unique needs with compassion and empathy, it leads to the best health outcomes.

‘United by Unique’ implies that every experience with cancer is **unique** and it will take everyone, **united**, to create cancer care that looks beyond the disease and sees the person before the patient.

### What to expect on World Cancer Day 2025

- **Opportunities for interviews** with UICC representatives in North America, Latin America, Europe, Australia, India, and Africa, as well as UICC member organisations around the world.
- **Real stories with unique perspectives:** Individuals from all walks of life and around the world are invited to share their personal cancer stories.
- **Upside down challenge:** people across the world are encouraged to share videos or photos of themselves upside down, along with their unique story about how cancer turned their world upside down.
- **Hundreds of activities** will take place globally to raise awareness about cancer, the risk factors, preventative screening for early detection, and to ensure that the specific needs of every person with cancer are met.

### Available for download

- **Press materials**, including factsheets on the global cancer context, World Cancer Day, people-centred care, and the United by Unique campaign. **A range of branded materials**, including action toolkits, social media content, customisable poster generator, how-to guides, infographics, and logos, which individuals and organisations can personalise and use to raise awareness and promote their own activities in connection with World Cancer Day.

Last year's World Cancer Day campaign saw 900 activities and events take place in more than 127 countries, 138 iconic landmarks were illuminated across the globe, and more than 60 governments worldwide marked World Cancer Day.

The hashtag #WorldCancerDay trended on X globally. There were over 27,000 press mentions in 159 countries across print, online, and broadcast and more than 500,000 social media posts were shared, including from top government officials and celebrities, and more than 45,000 campaign materials were downloaded from the website.

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### Media contact:

#### **For more information or to arrange an interview with a UICC representative, please contact:**

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#### **UICC representatives available for interviews include:**

- **UICC President, Ulrika Årehed Kågström**
- **UICC CEO Dr Cary Adams**
- **Members of UICC's Board of Directors**
- **UICC Head, Knowledge, Advocacy and Policy, Dr Sonali Johnson**

Interviews can be conducted in English, Arabic, French, German and Spanish.

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### **About World Cancer Day**

World Cancer Day takes place every year on 4th February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of lives each year by raising awareness about the disease while calling for actions from governments and individuals across the world. It has become one of the largest health awareness days globally.

For more information, please visit: [www.worldcancerday.org](http://www.worldcancerday.org)

## **About the Union for International Cancer Control (UICC)**

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in 1933, UICC has over 1,150 member organisations in 172 countries and territories. It enjoys consultative status with the United Nations Economic and Social Council (ECOSOC) and has official relations with the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and the United Nations Office on Drugs and Crime (UNODC). UICC has over 50 partners, including associations, companies and foundations committed to the fight against cancer. UICC is a founding member of the NCD Alliance, the McCabe Centre for Law & Cancer and the International Cancer Control Partnership (ICCP) and established the City Cancer Challenge Foundation in January 2019 and the Access to Oncology Medicines (ATOM) Coalition in 2022.

UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control remains a priority on the global health and development agenda. It pursues these goals by bringing together global leaders through innovative and far-reaching cancer-control events and initiatives, building capacities to meet regional needs and developing awareness campaigns.

[www.uicc.org](http://www.uicc.org)