



Celebrate. Remember. Fight Back.®



# WHO WE ARE

- Kenya Cancer Association (KENCASA) is a voluntary run non-profit making organization established in Kenya in 1995.
- We raise public awareness on Cancer, mobilize and lobby stakeholders (e.g. Government)

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# REALITY CHECK

- In **2008**, **28,000** new diagnoses of cancer and **22,000 cancer related** deaths (KEMRI 2008)
- By **2012**, **38,544** new cases and **26,941** cancer related deaths ( KEMRI 2012)
- In **2015**, **78** people die daily because of cancer!

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# WHAT IS RELAY FOR LIFE?

- Overnight Relay event 24 hours
- Held at a track
- participants in teams of 10- 15
- Members of each team takes turns walking around the track for the duration of the event



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# WHAT HAPPENS AT THE EVENT?

- **Opening Ceremony**
- **Survivors Lap**
- **Luminaria Ceremony**



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# WHAT HAPPENS AT THE EVENT?

Food



Games



Entertainment



Cancer Screening

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# WHAT RELAY 2015 HOPES TO ACHIEVE

- Raise 40M for **Cancer education and Patient support.**
- Lobby for **tax exemption** of post treatment **rehabilitative products** for cancer survivors
- Roll out a **cancer education program** to be implemented in all institutions.

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