

# Messages of hope for those affected by cancer

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The Big Walk Media Launch took place officially took place on 11 September 2018.



All those affected by cancer are being granted the opportunity to write messages of hope on two new vehicles and on their race numbers as part of the annual Algoa FM Big Walk for Cancer.

Isuzu, the official vehicle sponsor to the Algoa FM Big Walk for Cancer, will be parking two Isuzu MU-X SUVs at the Isuzu Zone, at the Second Avenue Entrance of The Boardwalk, and those affected by cancer will be able to write messages of hope on them.

"This partnership strengthens Isuzu's commitment to the community and aligns with our employee volunteerism philosophy, 'Isuzu cares, I care Too,'" says Isuzu marketing manager Tim Hendon.

In addition to writing on the cars, the race number will have space for the nearly 12,000 participants to show who they are walking for on Saturday, 27 October.

Part of the fun element will be pink doeks that will be given to the women who attended the Media Launch on Tuesday, 11 September, to help raise awareness in Port Elizabeth.

"Everyone is affected by cancer. With one in nine South African women and one in six men at risk of developing cancer during their lifetime it is no wonder that the Algoa FM Big Walk for Cancer powered by the Eastern Cape Department of Health is the biggest single mass participation event in the Eastern Cape," says Dave Tiltmann, Algoa FM Managing Director.

This year's walk will be led by brand ambassadors writer, columnist, author, speaker and businesswoman Kazeka (Cancer Lioness) Kuse and former broadcaster and founder of sports marketing company Believ Content Agency Xylon van Eyck.



"Both are incredibly inspiring individuals who have beaten cancer," says Tiltmann.

Funds raised by the 2018 Big Walk will go towards the purchase of a FotoFinder Mole analyser for the local branch of the Cancer Association of South Africa (CANSA). In 2017 the event raised R570,000.

Eastern Cape residents will have the opportunity to be tested for certain cancers and other diseases at free screening sessions held in centres around the province as part of a month-long build-up to the event.

In 2017 over 900 people were tested as part of the awareness campaign linked to the Algoa FM Big Walk for Cancer.

"There will also be free screening on the day of the walk that starts and finishes at the Boardwalk Casino and Entertainment Centre," says Mr Lwandile Sicwetsha, the Department of Health spokesperson.

"The department is excited to be part of the Big Walk for Cancer and build up cancer activations preceding the walk. The partnership provides the department with a huge audience to raise cancer awareness, conduct cancer screenings and education," adds Sicwetsha.

The Eastern Cape Department of Health and the Department of Sport, Recreation, Arts and Culture are strategic partners of the event.

The Algoa FM Big Walk for Cancer was awarded the Best Community Project at the annual Liberty Radio Awards, as well as being the joint winner of the Best Promotions Stunt/Event.

Community projects like the Big Walk helped Algoa FM to scoop the Liberty Radio Awards Commercial Station of the Year award - making it the first station outside of Gauteng to win the prestigious award.

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