2021 Impact Report

World Cancer Day
4 February

worldcancerday.org
Together, all of our actions matter.
A year to thank our heroes

2021 marked the final year of the three-year 'I Am and I Will' campaign. It was a year that gave voice and celebrated the nurses, doctors, researchers, volunteers, advocates and other caregivers in oncology from around the world for their heroic response to the COVID-19 pandemic.
A moment to come together

What a year it was. The final year of the 'I Am and I Will' campaign brought together the global cancer community, inspired powerful conversations and saw thousands of activities that helped to raise awareness and connected communities.

The numbers reveal growing enthusiasm around World Cancer Day. Over 840 activities and events in 116 countries have been registered on the Map of Activities.

The hashtag World Cancer Day trended early and strongly on Twitter globally throughout the day. Nearly 700,000 social media posts were shared, including at the highest levels from US President Joe Biden, French President Emanuel Macron and British Prime Minister Boris Johnson.

The campaign materials helped empower and enable supporters with more than 50,000 custom posters generated and 113,000+ campaign materials downloaded.

Over 20,000 press articles in 156 countries helped to generate discussions around refocusing efforts in cancer control.

World Cancer Day shone brightly into the night with 166 iconic landmarks lit up in orange and blue in 96 cities.

It is the grassroots phenomenon contributing to World Cancer Day’s success that makes this day so special.

The involvement of ten thousands around the world making personal commitments to help fight cancer will make a difference, showing that together, everyone’s actions matter.
Impact in numbers

World Cancer Day's phenomenal impact

160+ landmarks illuminated in 95+ cities

800+ activities in 116 countries

20,000+ press articles in over 150 countries

699,000 social media posts tagged with #WorldCancerDay
Impact in numbers

50,000+ custom posters generated

60,000+ video views and nearly 1,000 hours view time

1,700+ supporters engaged with the chat function

113,000+ materials downloaded
“Let us all aim in 2021 to refocus our collective efforts on the long-term challenges that cancer poses to every country in the world. We must prevent more, diagnose earlier and ensure that all people living with cancer have access to the quality treatment they need.”

Dr Cary Adams, CEO
Union for International Cancer Control
Cyclists in Capetown, South Africa, mark World Cancer Day by riding 25km down Bottleray Road Kuilsriver

Organiser and credit: Charles Fuller
Tanzania Environmental Health Students Association
supporting World Cancer Day in Dar Es Salaam, Tanzania

Credit: Ocean Road Cancer Institute
UICC members make an impact

Africa

Fondation Akbaraly, Madagascar
To raise awareness about women’s health issues and cancer, the Fondation Akbaraly organised a month-long women’s football tournament, involving the different fokontany or neighborhoods in the Mahajanga area. The final game took place on 7th February, shortly after World Cancer Day.

African Palliative Care Association, Uganda
The African Palliative Care Association and United Nations Office on Drugs and Crime (UNODC) launched a new partnership to pilot a capacity building project for health professionals. The project seeks to improve access to controlled medicines for pain management among cancer patients and other patients with chronic illnesses in the Democratic Republic of Congo. They intend to expand the project to all French speaking countries on the continent.

Medicaid Cancer Foundation, Nigeria
World Cancer Day activities organised by the Medicaid Cancer Foundation in Abuja included a mass media campaign to improve cancer awareness and early detection, a training course on cervical cancer prevention, free screening, treatment support and patient navigation offers.

KILELE Health Association, Kenya
As part of the World Cancer Day commemorations, the KILELE Health Association held their first KILELE Challenge Hike to promote a healthy lifestyle. Chasing waterfalls, the hike followed a 10 km trail in the Kereita Forest at the southernmost end of the Aberdares range, home to many plant and animal species. Hikers were able to experience nature, enjoy each other’s company and celebrate survivorship.

Americas

Association pulmonaire du Québec (Quebec Lung Association), Canada
Medical doctors shared their knowledge of pleural mesothelioma management and patient clinical trials with respiratory health professionals during a virtual event organised by the Quebec Lung Association. The discussion was broadcast live to respiratory therapists, nurses and pharmacists.

Cáncer Warriors de México, Mexico
The Cancer Warriors of Mexico organised a high-level digital seminar for civil society organisations, cancer patients, doctors, legislators and lawyers on the use of law and legal mechanisms in the fight against cancer in Latin America.

National Comprehensive Cancer Network, PA, USA
Employees of the NCCN took part in an engaging 21-day challenge to get personal about cancer care. They shared how different staff members’ lives had been directly impacted by cancer.

ABRALE Brazilian Lymphoma and Leukaemia Association, Brazil
During the week of World Cancer Day and in partnership with the Instituto quimioterapia e beleza, Abrale invited everyone to publish a photo of themselves on social media wearing a headscarf in support of patients living with cancer.

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FEMAMA’s associated organisation, IMAMA, did a flash mob in front of Porto Alegre’s City Hall in Brazil to draw attention to World Cancer Day.

Credit: Alex Rocha
Intending to generate a more significant impact in the region, 25 UICC member organisations focused on the fight against cancer in Latin America. As part of the #YoSoyYVoyA campaign, they carried out a variety of actions in more than 10 different countries including the production of a campaign video showcasing a unique regional t-shirt, a digital seminar about the "use of law and legal mechanisms against cancer in Latin America", the illumination of key landmarks and a summary newsletter. Kenji López Cuevas, President and Founder of Cancer Warriors of Mexico and UICC Board Member, spearheaded this regional initiative.
UICC members make an impact

Europe

Institut National Du Cancer, Paris, France

The French National Institute of Cancer marked a major milestone with the official launch of their new 10-year strategy to fight cancer. The event was held virtually and open to the public.

Asociación Española Contra el Cáncer, Spain

Spain’s AECC hosted a webinar on the impact of COVID-19 on individuals living with cancer under the title “New threats, old challenges”.

Cancer Research UK, United Kingdom of Great Britain

Cancer Research UK partnered with Macmillan, Pancreatic Cancer UK and Action Radiotherapy to organise a virtual networking and learning event for World Cancer Day.

Love Hope Strength hosted the Big Night In, an hour-long live show held virtually with special performances by Mike Peters, Co-founder of LHS and frontman of the rock band “The Alarm”.

Slovenian Coalition for Public Health, Environment and Tobacco Control, Slovenia

The Slovenian Coalition for Public Health, Environment and Tobacco Control took a deep dive into the topic of cancer prevention and risk reduction during an online conference.

Turkish Association for Cancer Research and Control, Turkey

The Turkish Association for Cancer Research and Control (TACRC) kicked off their 2021 World Cancer Day activities with a live broadcast on Instagram moderated by Sunay Akin, a well-known journalist and author in Turkey. TACRC teamed up with the Turkish pharmaceutical company Abdi İbrahim İlaç Sanayi ve Tic A.Ş. to raise awareness and ran campaigns on all social media accounts. In the evening, iconic landmarks in both the cities of Istanbul and Ankara were lit up in orange and blue.
PASYKAF, The Cyprus Association of Cancer Patients and Friends, encouraged high school students to express their ideas on how to minimise cancer risks in a nationwide competition. Entries could be submitted in three categories: painting, singing and essay writing.
UICC members make an impact

Eastern Mediterranean

Children’s Cancer Center of Lebanon (CCCL), Lebanon
CCCL hosted a webinar entitled "Together We Can Eliminate Cervical Cancer" gathering 80 participants, including childhood cancer patients and survivors, members of the CCCL Champions Circle, parents, CCCL team members and friends. The webinar provided a compelling conversation about cervical cancer, and how to prevent and treat it. The aim was to ultimately save lives by promoting a healthy lifestyle, abolishing taboos and combating stigma.

Shaukat Khanum Memorial Cancer Hospital and Research Centre, Pakistan
On World Cancer Day, paediatric cancer patients at Shaukat Khanum Memorial Cancer Hospital and Research Centre created inspirational signs renewing their commitment to fighting cancer. The hospital thanked donors and supporters for their contributions that allow patients to remain resilient and hopeful while undergoing treatment. “Let us take inspiration from our brave patients and play our part in reducing the cancer burden in Pakistan, because together, we can make a difference.”

Reza Radiotherapy and Oncology Center (RROC), Iran
Among other World Cancer Day initiatives, RROC supported a group of mountain climbers who ascended several summits in Mashhad as health ambassadors and promoted a healthy lifestyle by sharing their images and videos on social media.

Qatar Cancer Society, Qatar
The Qatar Cancer Society organised a series of popular events on World Cancer Day, including free cervical cancer screenings, a virtual walking challenge, a video competition, workshops and the illumination of several landmarks across the country. A highlight was the unique awareness-raising car rally at the drive-in cinema of the Doha Film Institute.
UICC members make an impact

South East Asia

Cancer Coalition Philippines
The Cancer Coalition Philippines organised a series of virtual meetings to celebrate World Cancer Day and to address the pressing needs of the cancer community with national decision-makers.

Indonesia Cancer Information and Support Centre, Indonesia (CISC)
“Beat Cancer. Stay Creative.” was the title of a competition that CISC held for cancer survivors to show that it is possible to overcome cancer and to give patients and their families hope.

National Cancer Society Malaysia (NCSM), Malaysia
The NCSM collaborated with various partners across the country to raise awareness on World Cancer Day with a variety of activities including webinars, trainings and a live session on Facebook. On 4th February, five famous landmarks were lit up in blue and orange.

India

UICC member organisations across India marked World Cancer Day
The Mahatma Gandhi Cancer Hospital & Research Institute conducted an awareness walk in Visakhapatnam, the Cancer Foundation of India vaccinated all adolescent girls in the village Khas Sankdaha against the Human Papilloma Virus to save them from cervical cancer in adulthood and the Dharamshila Narayana Superspeciality Hospital in New Delhi offered free cancer screenings for people above 40 years old.

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UICC members make an impact

Western Pacific

UICC Japan

UICC Japan and its 29 member organisations organised a high-level expert session focused on the social impact of cancer. They also helped shine a light on World Cancer Day with 16 landmarks illuminated in orange and blue across the country, from the capital of Tokyo to the World Heritage historic village in Toyama. The popular Japanese actress Ms. Sayuri Yoshinaga moderated the ceremony and took the audience on a virtual journey under the theme "lights of the future".

Victorian Comprehensive Cancer Centre, Australia

In Australia, the Victorian Comprehensive Cancer Centre offered an engaging online talk on genetic testing, which looked at a patient’s experience with cancer and provided the perspective of scientists and clinicians and their collaborative efforts on genomics in clinical care.

Taiwan Cancer Total Care Information Society, Taiwan

The Taiwan Cancer Total Care Information Society held a popular children’s drawing contest in Taipei City to support primary school student’s efforts in cancer prevention. This year’s theme was “Get started, work together to stay away from cancer”.

World Cancer Day 2021 Impact Report
Astellas partnered again with UICC to raise awareness about cancer and encourage people around the world to act. As part of the World Cancer Day Common Ground Conversation series, Dr Anthony Yanni, Senior Vice President and Global Head of Patient Centricity at Astellas Pharma Inc, talked to Naomi O Ohene Oti, Public Health Practitioner and Oncology Nurse Specialist from Ghana.

Daiichi Sankyo
Daiichi Sankyo launched a Twitter campaign to showcase their commitment to driving cancer treatments and their solidarity with people living with cancer. They rallied employees around the world to participate in the “21 days to impact challenge” to help fight stigma and advocate for more equity. “Daiichi Sankyo stands united with the UICC this World Cancer Day and all year long because awareness, support and resilience are more important than ever,” Gissoo DeCotiis, Head of Global Oncology Advocacy and Professional Relations, Daiichi Sankyo.

Diaceutics
Diaceutics reiterated their unwavering commitment to cancer care. “I Am the CEO of Diaceutics and I Will remain committed to our mission to get every patient the treatment they deserve by enabling industry wide collaboration for the key stakeholders in Precision Medicine Diagnostics on DXRX – The Diagnostic Network®,” Peter Keeling, CEO Diaceutics.

MSD
On World Cancer Day, Merck highlighted how its employees come to work every day embodying the credo “I Am and I Will” – motivated by past achievements and determined to reach future goals. Claire Campbell Mulhearn, AVP, Head of Health Communications & Engagement at Merck, helped to officially launch the final year of the three year “I Am and I Will” campaign during a Facebook live programme.

Dr Julie Gerberding, EVP and Chief Patient Officer at Merck, responded to children’s questions about cervical cancer elimination.
Qatar Airways

Qatar Airways expressed their commitment to raising awareness of cancer prevention and control:

“Awareness and education is everything in the fight against this disease, and we are honoured to support UICC in its efforts. From everyone in this airline we wish the best for all people facing cancer, whether themselves or through their loved ones.”

Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker

Amgen

Amgen took the opportunity of World Cancer Day to draw attention to the nearly 10 million lives lost every year to this disease around the world and to the additional challenges that cancer care faces due to COVID-19.

“This past year, the pandemic changed the world as we know it, causing added challenges in cancer screening and treatment.

As an oncologist, I’ve seen the devastation a cancer diagnosis can bring. Through my work in clinical development, I’ve also seen incredible progress in our understanding of cancer.

Today on World Cancer Day, we are reminded: Together, all our actions matter.”

PK Morrow, Vice President and Global Therapeutic Area Head of Hematology, Amgen

Biocon Biologics

Biocon Biologics supported the World Cancer Day “I Am and I Will” campaign in its third year and prompted the public to go for regular health checks to beat cancer.

Bristol Myers Squibb

On World Cancer Day, Dr Cary Adams, CEO of UICC, discussed the future of cancer care with Dr Jonathan Cheng, Senior Vice President and Head of Oncology Development, Bristol Myers Squibb.

Sharing a message of hope Dr Cheng said: “We work tirelessly so that we can cure everyone. The pace of the improvements are coming with greater and more frequent increments of benefit. Every year we see more and more advances in cancer research and treatment.”

Roche

Roche’s team fully embraced the final year of the World Cancer Day “I am and I will” campaign with many individual staff messages posted on social media.

Angie Brice Hessbruegge, mother, teacher, entrepreneur and diagnosed with stage four lung cancer, explored the frustration of stigma and the gauntlet of treatment and progress in cancer care in a Common Ground Conversation with Dr William Pao, Head of Pharma Research & Early Development at Roche.

Dr Stefan Frings, Global Head of Medical Affairs at Roche and Prof Anil D’Cruz, Director of Oncology at Apollo Hospitals and President of UICC, discussed the importance of representation in clinical trials to optimise treatment outcomes for all patients.
Governments in action

On World Cancer Day 2021, governments from around the world once again delivered powerful messages and announced decisive actions to improve the health of their nations. Among them were Argentina, Australia, France, Ireland, India, Kenya, Lebanon, South Africa, Turkey, Uganda, Uruguay and USA.

Leaders acknowledged that cancer should not be forgotten despite the devastating COVID-19 pandemic and that concerted efforts were needed to fight cancer nationally and globally.

Ursula von der Leyen, President of the European Commission, said: “In 2020, while we were all fighting against the COVID-19 pandemic, many of us were fighting a silent battle. The battle against cancer. In 2020, we lost 1.3 million Europeans to this disease. And sadly, the number of cases is on the rise. This is why we present Europe’s Beating Cancer Plan today. The fight of those battling cancer is our fight as well, in Europe.”

The Department of Health in South Africa tweeted: “Our actions make a great impact not just on the people around us but also globally.” And Uganda’s Ministry of Health used the occasion to encourage people to prevent cancer by adopting a healthy lifestyle.
Governments in action

French President Emmanuel Macron announced a new strategy for reducing cancer in France and said the country was aiming to get avoidable cases down by 40% in the next 20 years.

World Cancer Day was also a day when leaders recognised the impact cancer has on people living with the disease, as well as on healthcare professionals at the frontlines, families and caregivers.

“Today, on World Cancer Day, the Australian Government recognises the millions of Australians whose lives have been touched by cancer,” said The Hon Greg Hunt MP, Minister for Health and Aged Care.
Governments in action

US President Joe Biden shared a strong message of solidarity and hope.

“The fight against cancer is personal for my family, like it is for millions. But I’m confident that with the strength of dedicated scientists and researchers, tireless health care workers, and brave families like yours we’ll win this fight once and for all.”

World Cancer Day 2021 Impact Report

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
En el #DiaMundialContraElCáncer, el #INC organizó una Jornada Federal sobre “El abordaje del cáncer en la Argentina”. La misma contó con la apertura del Ministro de Salud de la Nación, Dr. @ginesggarcia y de la Directora Nacional del #INC, la Dra. @patrilegalardo

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
Con una #ConvocatoriaFederal, en el encuentro se compartieron las líneas de acción del #INC, que llevan a ampliar el #tamaño del #cáncer en la Argentina, para así desarrollar políticas públicas acordes a las necesidades de cada provincia y localidad.

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
También se reforzó la importancia de promover la #DetecctiónTemprana de esta enfermedad mediante campañas de información y sensibilización.

!! Recordá: a tiempo se puede sanar. #DIAMUNDIALCONTRAELCÁNCER

Presidencia de la República de Panamá

Hoy 4 de febrero, Conmemoramos el Día Mundial de la Lucha Contra el Cáncer, con el compromiso de seguir trabajando para tomar acciones dirigidas a reducir el impacto de esta enfermedad. #UnidosVenceremos

Casa Presidencial

Guerreros, su lucha nos inspira a nunca rendirnos y a siempre seguir adelante en cada adversidad.

¡La prevención salva vidas!

4 de febrero #DiaMundialContraElCancer
Experiencing **World Cancer Day live**

This past 4th February, we brought World Cancer Day to people at home, school and their workplaces.

Through a full day of live and exclusive content streamed from Facebook, the LIVE programme included expert chats with leading thinkers around the world as well as a rare look inside the work of our cancer community.

The live programme included broadcasts every-half across 12 hours, with experts from different regions providing insight into topics such as talking to young people about cancer, air quality and cancer, or the future of cancer treatment and why we should have hope.

The programme also included a yoga session, on-topic book readings, a behind-the-scenes look at a cancer research lab and a cervical cancer screening site, and live music performances, including from a South African songwriter singing about his personal experience with cancer and a chat with cancer survivor and the lead singer of The Alarm, Mike Peters.

**Take a look back at the live broadcasts**
Finding Common Ground on World Cancer Day

How can we speak to young people about cancer? What recent advances in treatment hold real promise for cancer patients? How do we use the experience with cancer to create positive change? How does surviving cancer change a person’s outlook on life? How do we counter the seriousness of cancer with a sense of levity and hope?

These questions and many more were asked and answered in the World Cancer Day Common Ground conversation series, as perfect strangers were brought together for insightful and personal one-on-one exchanges.

Watch the Common Ground Conversation series
This World Cancer Day, a special series of six videos portrayed children from around the world asking global health leaders to explain cervical cancer elimination – from what it means to why it matters.

Leaders including WHO’s Dr Tedros Adhanom Ghebreyesus, Stephanie Seydoux, French Ambassador for Global Health, Rafael Grossi, Director-General of the International Agency for Atomic Energy, Stella Kyriakides, European Commissioner for Health and Food Safety, and many more came together to respond to the next generation about the importance of cervical cancer elimination.

Watch on youtube.com/worldcancerday_official
World Cancer Day Solidarity Challenge

Cyclists and sports lovers join forces with UICC

To raise much-needed funds for the global fight against cancer, UICC teamed up with the international sports marketing agency ORSEN SA and ZWIFT, a provider of a virtual cycling platform, to launch an exciting new initiative.

Together, UICC and ORSEN created one of the biggest virtual cycling events, the World Cancer Day Solidarity Challenge.

More than 20 sports and entertainment celebrities kicked off the first edition, among them four-time Olympic Gold medallist Sir Mo Farah from Ethiopia, English rugby player Austin Healey, former Swiss pro cyclist Fabian Cancellara and Norwegian pro footballer Ada Hegerberg.
The race was broadcast on 4th February reaching audiences across the globe. Many more celebrities such as Shakira and Giorgio Chiellini motivated their fans on social media to support the event and to donate to the cause of cancer. The public community rides attracted 8000+ cyclists from 71 countries.
The National Cancer Center Korea (NCCK) organised a team to participate in the community ride in their offices, inviting two VIPs from South Korea: Mr In Chon Yu, an actor and former Minister of Culture and Tourism; and Mr Young Pyo Lee, a former player for the South Korean national football team. The two celebrities teamed up with NCCK’s new President, Dr Hong Gwan in the community ride.
Influential voices for World Cancer Day

World Cancer Day 2021 Impact Report

**Billie Jean King**
@BillieJeanKing

Whether you are fighting it, or have fought it in the past.

Whether you have lost a loved one to it, or are currently supporting someone through it, I support you and I'm thinking of you.

#WorldCancerDay

**President Biden**
@POTUS

US government account

The fight against cancer is personal for my family, like it is for millions. But I'm confident that with the strength of dedicated scientists and researchers, tireless health care workers, and brave families like yours, we'll win this fight once and for all. #WorldCancerDay

3:57 AM · Feb 5, 2021 · The White House

11.9K Retweets 592 Quote Tweets 126K Likes

**Allison Janney**
@AllisonJJanney

Today we take a moment to celebrate those that are fighting, fought and taken too soon by cancer. If you can help or support in any way, it can make a difference and save lives. 🙏 #WorldCancerDay

2021 Impact Report
People everywhere shared their I Am and I Will commitment.
21 Days to Impact Challenge

Achieving a healthier, brighter future one day at a time

In the lead up to World Cancer Day, thousands of supporters took up the 21 Days to Impact Challenge, taking small and meaningful actions each day towards their ‘I Am and I Will’ commitments.

Through daily emails filled with prompts, inspiration and guidance, supporters everywhere were stepping up to the challenge: moving more, eating well, living thoughtfully, speaking up, providing support, getting informed and sharing knowledge.
World Cancer Day continued into the evening with landmarks, buildings, towers and monuments lit up in orange and blue. In total, **166 landmarks** in **96 cities** took part to show their support.

The Atakule Tower lit up for World Cancer Day in Ankara thanks to The Turkish Association for Cancer Research and Control.
Lighting up the world

Adelaide Convention Centre, Adelaide, Australia
Adelaide Town Hall, Adelaide, Australia
Adelaide Oval, Adelaide, Australia
Architectural Wall at the Wickham Terrace car park, Brisbane, Australia
Brisbane City Hall, Brisbane, Australia
Redcliffe Place Sculptures, Brisbane, Australia
Victoria Bridge, Brisbane, Australia
Queen's Parliament House, Canberra, Australia
Story Bridge, Brisbane, Australia
Suncorp Stadium, Brisbane, Australia
Tropical Dome at Brisbane Botanic, Australia
Kings Avenue Overpass, Canberra, Australia
Parliament House, Canberra, Australia
Royal Australian Mint, Canberra, Australia
Telstra Tower, Canberra, Australia
Munro Martin Parklands, Cairns, Australia
The Big Banana Fun Park, Coffs Harbour, Australia
Geelong Catenary Lights, Geelong, Australia
Victoria Bridge, Hamilton, Australia
AMMI Park, Melbourne, Australia
Melbourne Star Observation Wheel, Melbourne, Australia
City Hall Clock Tower face, Newcastle, Australia
National Carillon, Parkes, Australia
Questacon National Science, Parkes, Australia
Elizabeth Quay, Perth, Australia
Perth Concert Hall, Perth, Australia
The Bell Tower, Perth, Australia
Sky Point Gold Coast, Surfers Paradise, Australia
Luminous at Darling Quarter, Sydney, Australia
Queensland Tennis Centre, Tennyson, Australia
The Empire Theatre, Toowoomba, Australia
George Roberts Bridge, Toowoomba, Australia
Little Fletcher Bridge, Townsville, Australia
Old Magistrates Court House, Townsville, Australia
Townsville Sign, Townsville, Australia
Victoria Bridge, Townsville, Australia
Wharton Reef Lighthouse, Townsville, Australia
Palácio do Planalto, Brasilia, Brazil
Catedral de Pedra, Canela, Brazil
Casa Rosa, Piumhi, Brazil
Arena do Grêmio, Porto Alegre, Brazil
Prefeitura de Porto Alegre, Porto Alegre, Brazil
Ponte Estaíada, Terezina, Brazil
Pantai Jerudong Specialist Centre, Brunei
Calgary Tower, Canada
Government House, St John's, Canada
Halifax City Hall, Canada
High Level Bridge, Edmonton, Canada
Niagara Falls, Canada
RCMP Heritage Centre, Regina, Canada
CN Tower, Toronto, Canada
The Toronto sign, Canada
Sails of Light, Vancouver, Canada
Vancouver Convention Centre, Canada
The Forks Winnipeg, Canada
MSD Building, Copenhagen, Denmark
Hospital El Salvador, San Salvador, El Salvador
TV tower, Tbilisi, Georgia
Tata Memorial Centre, Mumbai
Tabiat Bridge, Tehran, Iran
Alahverdi Khan Bridge, Isfahan, Iran
Masa 21, Kawabco Co. Ltd, Gifu, Japan
Osuna-Kannon-ji, Kamakura, Japan
Cancer Institute Hospital, Koto-ku, Japan
Kyoto Tower, Kyoto, Japan
Matsui Red Cross Hospital, Matsui, Japan
Nagoya TV Tower, Nagoya, Japan
Niigata Nippo Media Ship, Niigata, Japan
Sendai Sky Candle, Sendai, Japan
Santa Casa, Maceió, Brazil
Expo’70 Commemorative Park Tower of the Sun Museum, Suita, Japan
Toyko Big Site, Tokyo, Japan
World Heritage Ainokura Historic Village of Gassho-style Houses, Toyama, Japan
Japan Cancer Society, Tokyo, Japan
Mie University Hospital, Tsu, Japan
Al-Khazneh (the Treasury), Petra, Jordan
Masjid Banaraya, Kota Kinabalu, Malaysia
Kuala Lumpur Tower, Malaysia
Sunway Velocity Mall, Kuala Lumpur, Malaysia
The Exchange 106, Kuala Lumpur, Malaysia
A’Famosa, Melaka, Malaysia
Komtar, Penang, Malaysia
Menara MBPJ, Petaling Jaya, Malaysia
Sunway Pyramid, Petaling Jaya, Malaysia
Prime Minister’s office, Putrajaya, Malaysia
Putrajaya Corporation, Putrajaya, Malaysia

Lighting up the world

World Cancer Day 2021 Impact Report

The CN Tower lit up for World Cancer Day in Toronto thanks to The Canadian Partnership Against Cancer.
Lighting up the world

Seri Gemilang Bridge, Putrajaya, Malaysia
Seri Wawasan Bridge, Putrajaya, Malaysia
Batu Caves Temple, Selangor, Malaysia
DIF Estatal, Aguascalientes, Mexico
Palacio Municipal, Irapuato, Mexico
Puente de la Unidad 'Atirantado', Monterrey, Mexico
Las oficinas del DIF Oaxaca, Oaxaca, Mexico
Mirador de Saltillo, Saltillo, Mexico
Estado Caliente, Tijuana, Mexico
Grand Hotel Tijuana, Mexico
Christchurch International Airport, New Zealand
Christchurch Central Tower, New Zealand
Oamaru Opera House, Oamaru, New Zealand
Carter Finley Stadium in Wellington Harbour, New Zealand
Michael Fowler Centre, Wellington, New Zealand
Trees at Oriental Bay, Wellington, New Zealand
Eden Park Stadium, Auckland, New Zealand
Municipal Palace, Cusco, Peru
Congress of Peru, Lima, Peru
City Hall, Vila Real, Portugal
Khoo Teck Puat Hospital, Singapore
Gardens by the Bay, Singapore
Jewel Changi Airport, Singapore
Marina Square, Singapore
National Gallery, Singapore
Ocean Financial Centre, Singapore
ION Orchard, Singapore
Orchard Gateway, Singapore
Our Tampines Hub, Singapore
South Beach Avenue, Singapore
Suntech Singapore Convention & Exhibition Centre, Singapore
Suntec City, Singapore
The Fullerton Hotel, Singapore
Victoria Theatre and Concert Hall, Singapore
Jet d’eau, Geneva, Switzerland
Atakule Tower, Ankara, Turkey
Fatih Sultan Mehmet Bridge, Istanbul, Turkey
Yavuz Sultan Selim Bridge, Istanbul, Turkey
Library of Birmingham, Birmingham, United Kingdom
Various civic buildings, Armagah City, United Kingdom
Tower 42, London, United Kingdom
City Hall, San Francisco, United States
The Chase Center, San Francisco, United States
Peck Crown, Philadelphia, United States
Junta Departamental, Maldonado, Uruguay
Obelisco Plaza Altamira, Caracas, Venezuela
Yishun Community Hospital, Singapore
Old Parliament House, Parkes, Australia
Baiterek, Nur-Sultan, Kazakhstan
Shopping center Khan Shatyr, Nur-Sultan, Kazakhstan
The Palace of Sports and Culture "People’s Arena", Almaty, Kazakhstan
The Ice Palace "Almaty Arena", Almaty, Kazakhstan
The Kazakh State Academic Opera and Ballet Theater, Almaty, Kazakhstan
Renion Park Hotel, Almaty, Kazakhstan
Ferris Wheel Happy Eye, Almaty, Kazakhstan
Alma-Ata Shopping Mall, Almaty, Kazakhstan
Castillo de Chapultepec, Mexico City, Mexico
Public Prosecution Building, Doha, Qatar
Hamad International Airport Road, Doha, Qatar
Sabah Al Ahmad Corridor, Doha, Qatar
Rainbow Roundabout, Doha, Qatar
Bridge over the Nile River, Uganda
Tubos en Gómez Morín, Monterrey, Mexico
Monumento a la Revolución, Mexico City, Mexico
Ángel de la Independencia, Mexico City, Mexico
La Torre Colpatria, Bogota, Colombia

The Tower of the Sun Museum lit up in Kyoto thanks to UICC Japan.
In 2021, World Cancer Day was covered by hundreds of leading media outlets, achieving over **20,000 press articles** in **156 countries**.

The leading global media story shone a light on the courage of those facing the double challenge of cancer and COVID-19 and the stories of all the people struggling to maintain progress through the pandemic and beyond. In the local media, the cancer community were giving the opportunity to talk about the hardships they have faced with the pandemic and how they rose to the challenges posed by COVID-19. Progress in cancer care was also emphasised, in particular the promise of less invasive, more effective personalised treatment with advances in immunotherapy.

Watch the video: "Shining a light on heroes working in cancer" worldcancerday.org/cancer-care-and-covid
In the press

World Cancer Day made the headlines this past 4th February, shining a light on some of the most important issues in cancer.
The World Cancer Day Advisory Group brings together a diverse group of health and communications experts from the UICC membership whose input, feedback, insight and support helps to ensure World Cancer Day continues to be an inclusive and meaningful platform for everyone, everywhere.
Thank you to the thousands and thousands of supporters that spoke up, tuned in, created conversations, rallied their communities and made an impact this World Cancer Day. As well as to our UICC members and the international cancer community whose work on World Cancer Day and every day embodies the spirit of 'I Am and I Will'. Together, we showed that all of our actions matter.

Thank you to our World Cancer Day official partners who have helped power this campaign over the past three years.

Visionary partners

- astellas
- Daiichi-Sankyo cancer enterprise
- Diaceutics Better Testing, Better Treatment

Champion partners

- MSD INVENTING FOR LIFE
- Qatar Airways
- AMGEN
- Biocon Biologics
- Bristol-Myers Squibb
- Roche