World Eye Cancer Hope
life and sight for every child

8 – 14 May 2016 is World Retinoblastoma Week

Raise awareness and share hope by hosting a

Red and White Day

Why Red and White?

When taking flash photos without red-eye reduction, a white eye glow instead of a red reflex is the most common early sign of eye cancer in babies and children under 5 yrs. Parent and physician knowledge of this simple sign saves lives and sight.

A Red and White is a great way to educate about the white glow and using a camera to check for healthy red reflex in both eyes. We particularly encourage supporters to host a Red and White Day **on May 14**, which is during World Retinoblastoma Week every year, despite the week's changing dates..

Simple Steps to Planning Your Red and White Day

1. Arrange with your office or school management to host a Red and White Day on May 14, or as close to that day as possible. Or choose a date to host an event at your home or in your local community.
2. If necessary, identify and book a venue for your community event.
3. Set a participation fee. We suggest a minimum donation of $3 / £2 to wear red and white in an office or at school. Depending on what you are offering at your community event, you may wish to charge an entry fee or offer free entry and charge for food / drinks / activities offered at the event.
4. Promote your event. Use our media toolkit to help you do this.
5. Arrange a way to collect donations on the day. Issue a sticker at sign up for the person to wear on the day, to show they have made a donation.
6. After the event, thank all your helpers and send us your raised funds.

Mix It, Style It, Bake It to Save Life and Sight!

- Wear a red wig, or dress up your hair with ribbons or flowers.
- Accessorize with a polka dot scarf, tie, hat, bandana or bag.
- Add some sparkle with pearls, white gold and red jewelry.
- Paint your day red with vibrant nail polish, blusher and lippy.
- Wear your sports team's white or red jersey to work!
- Decorate your office, class or event venue in red and white.
- Host a Daisy Bake with goodies like red velvet cupcakes

Fill Your Red and White Day with Fun!

- Hold a fundraising competition between departments within an office or between classes / year groups in a school.
- Offer incentives for the most money raised or the most participants recruited (Starbuck's gift card, or a free lunch).

- Hold a "costume contest" for the most creative outfit, best dressed person, the department, class or individual wearing the most red and white, or best decorated workspace.
- Have a small thank you reception with red velvet cupcakes or red and white iced cookies. Discuss the importance of the white reflex and how to check children's eyes for healthy red eye reflex. Hand out fliers so everyone goes home with this information. Explain how WE C Hope is making a difference.

- Be prepared to talk about how people can become more involved with World Eye C Hope.
- Make it FUN!! Childhood cancer is not a fun topic, but a Red and White Day focuses on hope of life and sight saving cure by raising awareness for early diagnosis, and funds that will make a positive difference to families.
- Ensure all participants feel engaged and positive about their involvement with the event, no matter how large of small their contribution. **T**ogether, **E**veryone **A**chieves **M**ore!

Let your creativity flow – turn your world red and white this May to shine the light on eye cancer and build hope for all children!