



UNICORN FOUNDATION WORLD NET CANCER DAY PUBLICITY

World NET Cancer Day November 10, 2018 Publicity Overview - The Voice of NETs

In addition to the social media elements of The Voice of NETs, media pitching and media releases were circulated to Australian press and media, highlighting World NET Cancer Day, its purpose and the Unicorn Foundation's efforts.

The Queensland Times and Channel 7 News, Toowoomba both ran feature stories off the back of the campaign, utilising Unicorn Foundation members.

These stories reached a total of 6,200 in print and 31,000 viewers. Channel 7 News, Toowoomba also shared the story across their social media channels which gained an additional 7,800 views on Facebook and 205 views on Twitter.



Rare cancer on radar

Survivor's battle for an answer took four years

EMMA CLARKE

A BRAVE cancer survivor is using the story of her own battle to help shed light on a rare and often mis-diagnosed form of cancer.

Preserve resident Kandy Partridge was diagnosed with metastatic Carcinoid syndrome in July 2012 after four years of misdiagnosis. She said she had "vague" symptoms including diarrhea, abdominal pain, flushing and a dramatic weight loss of 20kg in six months.

NETs were finally discovered on Kandy's ovaries during a investigative laparoscopy for gynaecology issues.

"The primary was found in the bowel and it had a small bowel resection," she said.

"The impact of NETs has left me with bowel issues and pain which has left me unable to work and has had a huge impact on her life both financially and socially."

Metastatic is common amongst neuroendocrine tumours (NET) cancer patients, with 60% of patients being at an advanced stage by the time correct diagnosis is received.

Kandy is among a collection of cancer patients who have joined up with The Unicorn Foundation to help raise awareness and find a cure of NETs as part of World NET Cancer Day this month.

Unicorn Foundation CEO and Co-Founder and International Neuroendocrine Cancer Alliance (INCA) president Simone Lendon said: The Unicorn Foundation was the only Australian not-for-profit medical charity focused on (NETs).

"The Unicorn Foundation was co-founded in 2009 by myself and my brother Dr John Lendon, due to the experience we had with our sister Kate's diagnosis of pancreatic neuroendocrine carcinoma and liver metastasis," she said.

"Our role is important to the lives and outcomes of Neuroendocrine Cancer patients around Australia, and around the world, and one that we never take for granted."

"Everything we do, through all the activities and projects we implement, we stick to our clear mission to assist and support patients and carers, lobby for new, appropriate treatments and investigations, raise awareness and knowledge of NETs within the medical community and general public, and encourage and support Australian research in the area of neuroendocrine cancers."

For more information see unicornfoundation.org.au



The combined value of individuals that were exposed to the Unicorn Foundation message around World NET Cancer Day in print, tv and social media