

# KEY MESSAGING

Wig Wednesday 2024



Johnny,  
diagnosed  
age 8

## Umbrella statement:

Join us for Wig Wednesday – our largest nationwide peer to peer fundraiser to raise awareness and vital funds for Kiwi kids with cancer during Childhood Cancer Awareness Month.

## Supporting messages:

1. When kids with cancer go through treatment, they often need to brave the world with no hair.
2. Wig Wednesday is a fun day in September where schools, workplaces and community groups can show their support for these tamariki.
3. Wear a wig, style a funky hairdo or even shave your head, while raising money for Child Cancer Foundation.
4. The national event date is **Wednesday 11 September**, but you can choose any day in September that works for you. September is **Childhood Cancer Awareness Month**, so we will be raising funds and awareness for tamariki with cancer all month long.
5. We have some epic prizes up for grabs for anyone who signs up at [wigwednesday.org.nz](http://wigwednesday.org.nz).
6. Every dollar you raise will go directly towards supporting Kiwi kids with cancer and their families through the toughest time in their lives.

## Call to action:

Sign up now or make a donation at  
[wigwednesday.org.nz](http://wigwednesday.org.nz).

Text **WIG** to **3457** to make an instant **\$3 donation**.

## Background information:

- Every week in Aotearoa, three families are told the heartbreaking news that their child has cancer. Child Cancer Foundation is committed to supporting them every step of the way.
- Child Cancer Foundation connects each newly diagnosed family with a dedicated Family Support Coordinator, who provides them with one-to-one support in the specific areas they need it.
- We don't receive any funding from the government, so these families rely on the generosity of people like you to get the support they need.
- With only two hospitals in Aotearoa able to treat childhood cancer, families often have to fly across the country at short notice. This is just the start of the costs they face, with one parent often needing to give up work to be a full-time caregiver.
- We have to raise at least \$6 million each year.
- That's why every donation to a Wig Wednesday fundraiser makes a difference – no matter how big or small!

