



#REDFORRUTH 25 July

Support Vision

We believe that every family facing the death of a parent from cancer, should be offered emotional support to help prepare for their children's futures.

Each year in the UK

c14,000 parents of children under 18 are diagnosed with incurable cancer

c40,000 children lose a parent - that's 110 children every day who need support.

We are working with doctors and nurses to design a **training programme** that will help **healthcare professionals** be more confident in supporting families when they need it most.

England v West Indies
The Ruth Strauss Foundation Test Match
24-28 July 2020 @ Emirates Old Trafford



Turning #REDFORRUTH on 25th July
for families facing one of life's toughest tests



CORPORATE SUPPORT FOR #REDFORRUTH ON 25 JULY

Whether you're a leading brand, small business or individual supporter - we need your help to support families when they need it most.

- Encourage your colleagues, staff & customers to **Shop Red from 1st July** for the official RSF merchandise (ask us re staff bulk orders)
- Donate to our Mission: individually, as a team or as a business
- **Wear Red** on 25th July and tag us in your pictures #RedforRuth
- Donate an item for our #RedforRuth auction
- Turn your **social channels red**, share your support and promote the campaign, tagging #RedforRuth

#RedforRuth supporters will receive exclusive exposure in our communications around the campaign. If your business commits in excess of £10,000 you will receive a thank you in person from one of our RSF celebrity ambassadors at one of your corporate events.

For more information and #RedforRuth digital assets please contact Alex.Cullen@ruthstraussfoundation.com



**FIGHTING THE LUNG CANCERS YOU DON'T HEAR ABOUT
& SUPPORTING THE SUFFERING YOU DON'T SEE.**

Watch our mission video here

WWW.RUTHSTRAUSSFOUNDATION.COM

For more information please contact us on info@RuthStraussFoundation.com. To buy #RedforRuth merchandise, visit www.ruthstraussfoundation.com
For sponsorship opportunities or fundraising enquiries please contact Alex.Cullen@RuthStraussFoundation.com



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