



Emily's Big Walk 2012



20 walks in September in aid of the Children's Cancer and Leukaemia Group and the local cancer centres/charities
caring for children - curing their cancer

EMILY

4/7/98 - 8/3/08

BAILES

Why Emily's Big Walk?

Emily Bailes was diagnosed with cancer at the age of five in March 2004. Emily fought the disease for four years and lost her battle on 8 March 2008. On 4 July 2008, what would have been Emily's 10th birthday, her family set up the Emily Bailes Fund with the specific purpose of raising money for CCLG. When the Fund was set up, there was a plan to raise £100,000 by what would have been Emily's 21st birthday. Already, thanks to the incredible commitment of Amanda Bailes, her family, work colleagues, and a host of very committed supporters, that target of £100,000 has been reached. Funds raised so far have covered production of reprints of a range of information booklets for siblings; an issue of *Contact* magazine, and salary costs within the CCLG Coordinating Centre.

Emily's mother, Amanda, is the inspiration behind Emily's Big Walk 2012. The Walk is timely. In addition to hosting the Olympics in 2012, London has also been selected to host the 44th Annual Conference of the International Society of Paediatric Oncology (SIOP).

The Annual SIOP Conference is the largest event of its kind where key clinicians and researchers working in the area of children's cancer and leukaemia, from all around the world meet to share results of research studies and to discuss ways of improving outcomes further. The 2012 Conference will take place at the Barbican Centre in London between 5th and 9th October.

This will be a true partnership meeting with nurses, scientists, allied health professions and doctors from all specialities involved in the management of children's leukaemia and cancer joining with parents and survivors.



In addition to presentation of the latest scientific research findings and clinical trial results there will be a focus on best practice in both medically advanced countries and resource challenged nations. Education is a key element in this congress to encourage trainees as well as established specialists to attend, and there will be a special emphasis on how careful multi-disciplinary team working may lead to improved outcomes for patients. It also provides unique opportunities for networking.

In order to promote both CCLG and the Conference, to raise the profile of childhood cancer nationally, and also to raise funds, a national sponsored walk, known as Emily's Big Walk, will be undertaken in the month prior to the Conference.



Practicalities of the Walk

The walk will be split into 20 legs, with a separate walk at each of the principal treatment centres in the UK and Ireland. Dedicated teams within each centre will be responsible for local planning, usually in conjunction with a local charity. There is scope for considerable flexibility in terms of length of walk, route, number of participants, location and any additional elements. It is hoped that parallel smaller events may also take place in associated shared care centres.

The dates of the walks are currently being finalised, but will run throughout September 2012.

There may be some overlap with more than one leg of the Walk taking place on the same date.

Funds raised from each leg of the Walk will be split 50:50 between CCLG and the local centre. The local centre may apportion funds received as they wish.

We hope there will be considerable support in each centre for the Walk.

Centres are encouraged to involve families, patients and survivors, as well as members of the medical team, and the wider community.

We plan to have a CCLG style olympic "torch" passed from centre to centre, starting with the first walk in Aberdeen, and culminating with the last walk in London. The final destination of the CCLG "torch" will be the Barbican Centre in London for the start of the SIOP Conference.

The CCLG Executive is very committed to this event and support will be provided, as required, from the CCLG Secretariat in Leicester. CCLG Executive Director, Professor Sue Ablett, is coordinating plans with the centres.

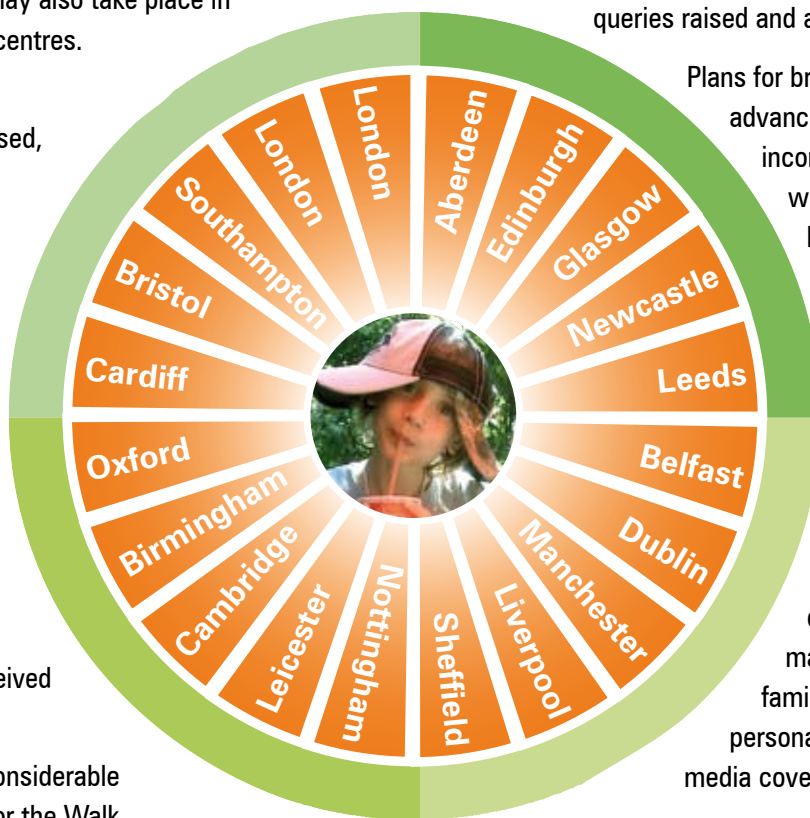
Communication with centres is being managed through regular email updates, in order that all centres are aware of plans moving forward in other centres, as well as queries raised and answers to those queries.

Plans for branding are now well advanced. Posters and fliers, incorporating local branding, will be produced for each leg of the Walk.

The possibility of national media coverage is being explored, but centres will be encouraged to maximise local links. Although the Walk is taking place in the name of Emily Bailes, centres may wish to involve local families willing to share their personal stories in any local media coverage.

Centres are encouraged to engage the support of local celebrities as this will considerably increase the profile of the individual legs of the Walk, as well as the overall profile.

This is an exciting event. It represents a unique fundraising opportunity, both at a national and local level, and an unprecedented opportunity to raise the profile of childhood cancer nationally. We look forward to your support.



About the Children's Cancer and Leukaemia Group (CCLG)

The Children's Cancer and Leukaemia Group (CCLG) was formed in 2006 as a result of the merger of the UK Children's Cancer Study Group and the UK Childhood Leukaemia Working Party, both of which had been in existence since the 1970s. The CCLG supports the 1,700 children who develop cancer each year in Britain and Ireland. As an association for all healthcare professionals involved in their care, it works to benefit children through development of the highest standards of care. Many activities contribute towards this goal: education, meetings, networking, liaison with governments and other bodies, information provision for families and healthcare professionals, and the promotion of research. Through a network of specialist centres, members aim to provide the best possible treatment for all children with cancer and leukaemia, wherever they live.

Survival for children with cancer has improved from less than 10% in 1970 to around 75% now. Nowadays, one in 1,000 adults is a survivor of childhood cancer. This is largely due to the clinical trials and laboratory research conducted over many years by members of the CCLG. Our aim is to cure even more children and we are working hard to ensure a normal future – both physical and emotional – for these survivors.

Provision of information for families is an important area of activity, benefitting patients and their families, as well as healthcare professionals across the network of centres. All publications, including *Contact* magazine, are available free of charge to recipients.

CCLG is a registered charity and values financial support from all sources to continue its important work.



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**For more information about CCLG
visit our website: www.cclg.org.uk**

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