

LACE UP FOR CANCER AND THE 10s JOIN FORCES

The Lace Up for Cancer race that annually takes place around World Cancer Day was put on hold during the Covid-19 pandemic. Relunched in February 2023 in the Winelands, this popular event is back in the Cape Town seaboard this year and taking place during the 10's event on Saturday, 3rd February. Sponsored by Icon Oncology and Life Healthcare, in aid of the Association of Palliative Care Centres (APCC) and the [Cancer Alliance](#), this year's race promises to be another level of fun as the 10s come into the fold.

"The 10s are not only loaning us their infrastructure, but also allowing ticket buyers for Lace Up for Cancer to participate in the 10s event," says Leigh Meinert, Advocacy and Operations Manager of the [APCC](#). "This gives so much added-value to participants, as they can listen to the live music, get food from the stalls and join in the festivities. In the past year our members cared for almost 20,000 people with cancer, with a focus on enabling best possible quality of life and supporting loved ones. APCC is a member of the Cancer Alliance and in collaboration with other members contributes to a nationwide network of palliative care, so the Lace Up for Cancer partnership is a logical one for us. With the 10s now enabling us to also offer participants all the additions of their event, our message of celebrating cancer survivors, remembering those that have gone, and supporting organizations that focus on cancer support, is taken to an even higher 'live-life' level."

The ticket prices will be R250-00, which will include access to the [Play.co.za Cape Town 10s](#) event and an orange cap (a bargain as access to the 10s is R350). "We were well along the way on planning the 10s when we spoke to the APCC and Cancer Alliance," says Gerhardi Odendaal, CEO of Old School Group and the 10s Series. "Since we are an organization that likes to focus on making people's lives better, it was a natural extension of our event to offer to include Lace Up for Cancer in our race registration and ticketing platforms. Everyone has been touched in some way by cancer, whether directly or indirectly, and both organizations do such incredible work in supporting cancer patients and their loved ones. It is our honor that we can provide them with our support."

For each R5 on the ticket, R4 goes to the APCC and Cancer Alliance, and the organizational costs are almost completely covered by the sponsors. "We proudly supported the relaunch of Lace Up for Cancer in 2023", says Adam Pile CEO, of [Life Healthcare – Southern Africa](#). "It was enlightening to see people's committed participation in the race to create awareness around cancer and we immediately wanted to be involved again this year. We drive oncology care forward through our dedicated Life Oncology units, so that our patients can look forward to life's moments. As part of our support network, we regularly work with both organizations, so to now include the 10s support on the organizational side means that more of our funds can go directly to the APCC and Cancer Alliance."

This is the first year [Icon Oncology](#), a leading provider of cancer care and oncology management services will be on board. "We are excited to support APCC and Cancer Alliance, who are both strategic partners and support our purpose to give cancer patients the opportunity to live healthier lives. We invite everyone in Cape Town to help us to create a 'sea of orange' in support of World Cancer Day. Orange is the international color of cancer, and this is why all race entrants will receive an orange cap," explains Dr Ernst Marais, COO of Icon Oncology.

The Cancer Alliance has been involved in Lace Up for Cancer since its inception in 2015. Says Salomé Meyer, Director of Cancer Alliance: "There are 40 non-profit members and advocates, all of whom collaborate under a common mandate, to improve equity and sustainable quality cancer care. The addition of the 10s to Lace Up for Cancer is massively appreciated. Our members will be able to put

up stalls in their space and to be part of both the Lace Up for Cancer and 10s events. This is a great milestone for us and will certainly go a long way to ensure sustainability.”

For more information and to book your tickets, visit: www.10s.co.za

ENDS

EDITOR'S NOTES

About the APCC

Previously known as the Hospice Palliative Care Association (HPCA), the Association of Palliative Care Centres (APCC) is a registered NPO in South Africa. Founded in 1987, the (now) APCC is a member organization for palliative care service providers, many of whom refer to themselves as hospices. As a national charity, the Association champions and supports 90 member organizations that provide palliative care services to approximately 40,000 people per year. APCC's members are located across South Africa and care for patients with a variety of life-threatening conditions, predominantly in the comfort of their own homes.

About palliative care

Palliative care is the physical, psychological, social, and spiritual care provided by an interdisciplinary team of experts to anyone with a life-threatening illness and their loved ones. Care is offered from the point of diagnosis and extends to bereavement support if needed. APCC members typically have a team that includes a medical doctor, professional nurse, social worker, counselor and home-based carers. All staff are trained in palliative care, which aims to ensure a good quality of life for patients and to prevent and relieve unnecessary suffering.

About the Cancer Alliance

The Cancer Alliance is a collective group of cancer control non-profit organizations and cancer advocates brought together under a common mandate, to provide a platform of collaboration for cancer civil society to speak with one voice and be a powerful tool to affect change for all South African adults and children affected by cancer.

About Life Healthcare Group

Life Healthcare is a global people-centered, diversified healthcare organization listed on the Johannesburg Stock Exchange. Life Healthcare has over 38 years' experience in the South African private healthcare sector, and currently operates 64 healthcare facilities in southern Africa. Services include acute hospital care, acute physical rehabilitation, acute mental healthcare, renal dialysis, oncology, diagnostic and molecular imaging and occupational health and wellness services. The Group also owns Life Molecular Imaging, a radiopharmaceutical business dedicated to developing and globally commercializing innovative molecular imaging agents for use in PET-CT diagnostics to detect specific diseases. Visit: <https://www.lifehealthcare.co.za/> | <https://life-mi.com/>

About Icon Oncology Holdings

Icon Oncology Holdings represents subsidiaries, Icon Radiotherapy, Icon Network and Icon Managed Care. Across its business, Icon is the South African pioneer of Value-Based Care (VBC) in cancer treatment. Icon represents 80% of oncologists in private practice who collaboratively develop provider-driven protocols that have been proven to significantly improve efficacy and efficiencies in cancer care.

About the Play.co.za Cape Town 10s

This world-class Sports Series is all about dynamic multiple team sports, gees and friendship, in host cities across South Africa. It all began in 2008 with the first 10s event taking place in Cape Town.

Fans and players from across the globe gather to play their favorite sports and to experience the vibe of 10s that is underpinned by fun, friendships, sports and a couple of cold ones.

From the moment the sports enthusiast sets foot into the vibrant realm of 10s, the festival has an infectious energy. In team colors, the guest is welcomed by the electrifying buzz of competitive sports echoing through the air. They navigate the diverse array of sports activities, from intense rugby matches to spirited games of netball and dodgeball, soaking in the camaraderie that unites athletes and fans alike. This is complemented by the rhythmic beats of live music. Between matches, the attendee explores the festival grounds, encountering engaging interactions, from interactive sports challenges to athlete meet-and-greets. Guests can rest in shaded areas with beanbags and freshen up at the shower facilities before the big night ahead. As the sun sets, the atmosphere transitions into a musical crescendo, creating an unforgettable fusion of sportsmanship and entertainment.