Raise awareness about kidney cancer!

There are lots of ways to “Orange Up!” and bring your community together to honor those impacted by kidney cancer and raise awareness about the programs and cutting-edge research giving hope to many.

Your local government may have resources to help you – often, these resources are free!

Options could include:

- Lighting portions of a city in kidney cancer awareness colors
- Ceremonial recognitions, proclamations, or greeting letters
- Designating awareness/celebration days or months
- Inclusion in a city newsletter or press release

These options are particularly good to explore before March (Kidney Cancer Awareness Month), a special milestone, or fundraising event. Learn more about fundraising to support kidney cancer research.

Ready to shine a light on kidney cancer? Here are your next steps:

1) Explore your city’s government website to see what options might be available.

2) When in doubt, contact your Mayor’s Office, City Hall, or a city department like “Special Events” and ask them to direct you to the best person to learn about the available options.

3) Once you’ve identified how you can celebrate, complete any forms or applications. See below some language about the Kidney Cancer Association that might be useful.*

4) Let your community know what you’re celebrating and why! Share how kidney cancer impacts you and how support from friends and family can make a difference for others through social media, email, or when you talk to them.

5) Let the KCA know what you’re doing, too – contact office@kidneycancer.org to tell us how you are celebrating. We would love to support you and share your efforts on our social channels!

Don’t forget to tag the KCA!

Twitter: @KidneyCancer | Facebook: @kidneycancerassociation
Instagram: @kidneycancerassociation

Hashtags: #kidneycancer #UnstoppableTogether #OrangeUp #KidneyCancerAwarenessMonth #KCAM
*Useful language about the KCA for forms/applications*

**KCA Mission and Vision**

The Kidney Cancer Association is a global community dedicated to serving and empowering patients and caregivers, and leading change through advocacy, research, and education to be the universal leader in finding the cure for kidney cancer.

**About the KCA**

The Kidney Cancer Association was founded in 1990 by Eugene P. Schonfeld and a small group of patients and doctors in Chicago, Illinois and has grown into an international non-profit organization. The KCA promotes scientific advances through two annual research symposia and a robust grant program, participates in legislative advocacy, and seeks to be a source of education and resources for patients, caregivers, and anyone impacted by kidney cancer.

**Kidney Cancer Awareness Month (March) summary**

During Kidney Cancer Awareness Month, the KCA encourages everyone to “Orange Up!” and honor those impacted by kidney cancer. In the US, nearly 600,000 people live with kidney cancer and over 79,000 new cases will be diagnosed in 2022. In March, the KCA highlights the collective efforts of advocates, healthcare professionals, and patients and families to help the kidney cancer community become #UnstoppableTogether.

**Awareness Colors**

US Awareness Color: Orange

International Awareness Color: Green