

# Get Ready to #OrangeUp! March is Kidney Cancer Awareness Month

Here are three easy ways you can #OrangeUp during Kidney Cancer Awareness Month:

## 1. SHOW YOUR SUPPORT ON SOCIAL MEDIA

Celebrate the kidney cancer community on your social media channels with a post or a video. Use the suggested hashtags and tag the KCA to be part of the awareness month.

### SAMPLE CAPTIONS





**Sample 1:** I'm proud to honor those impacted by kidney cancer this #KidneyCancerAwarenessMonth. Join me and the @kidneycancerassociation to #OrangeUp in celebration!

**Sample 2:** I #OrangeUp for [share a personal story or a story about someone who you OrangeUp for]. #KidneyCancerAwarenessMonth

### HASHTAGS

#KidneyCancerAwarenessMonth  
#OrangeUp

### TAG THE KCA

 @KidneyCancer  
   @KidneyCancerAssociation

**WE GOT YOU**  
Download our Kidney Cancer Awareness Month Graphic



[DOWNLOAD HERE](#)

## 2. #ORANGEUP YOUR CITY

Request a local building or landmark to #OrangeUp and be illuminated orange in March. Orange is the national kidney cancer awareness color. Use our step-by-step guide (on next page) to find the right resource in your area and make an orange lighting request. Don't forget to **take and share** photos, **tag** the KCA, and **use the #OrangeUp and #KidneyCancerAwarenessMonth hashtags** so we can see the lights!



## 3. VISIT OUR WEBSITE

Visit [kidneycancer.org/kidney-cancer-awareness-month](https://www.kidneycancer.org/kidney-cancer-awareness-month) for additional ways you can show your support this Kidney Cancer Awareness Month.



## About Kidney Cancer Awareness Month

During Kidney Cancer Awareness Month, the KCA encourages everyone to #OrangeUp and honor those impacted by kidney cancer. In the US, over 600,000 people live with kidney cancer and thousands of new cases will be diagnosed this year. But with over a dozen approved treatments and huge strides in our understanding of this disease, the future looks brighter than ever. In March, the KCA celebrates the collective efforts of patients, families, healthcare professionals, and anyone who advocates to move the needle in kidney cancer.

## #OrangeUp Your City!

Raise Awareness about kidney cancer in your community by requesting a local building or landmark to #OrangeUp and be illuminated orange in March. Orange is the national kidney cancer awareness color.

Illuminated structures during Kidney Cancer Awareness Month include city halls, bridges, stadiums, parks, convention centers, and more.



Ready to #OrangeUp your city? Here's how to find the right resources in your area and make an orange lighting request.

### STEP 1

Explore your city government website for ways to recognize an event or cause.

### STEP 2

When in doubt, contact your Mayor's office, City Hall, or a department like "Special Events" and ask to be directed to the best person to learn about the available options.

### STEP 3

Once you've identified if any local structures are available for illumination, complete any forms or applications. The KCA encourages orange illuminations on the first Saturday in March, but any available date(s) in March will work!

### STEP 4

Let your community know what is being illuminated and why you're recognizing Kidney Cancer Awareness Month! Use social media and email to let everyone know how kidney cancer impacts you and how support can make a difference for others.

### STEP 5

Let the KCA know what you're doing, too. Email [office@kidneycancer.org](mailto:office@kidneycancer.org) to let us know about confirmed illuminations. Share your photos on social media and tag the KCA and use the #OrangeUp and #KidneyCancerAwarenessMonth hashtags so we can see your support.

## 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.

## SAMPLE POST

## Share it on Social Media!



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### TAG THE KCA

f @ @KidneyCancerAssociation  
@ @KidneyCancer

## QUESTIONS? CONTACT US.

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