

WITCHERY

**THIS WHITE SHIRT CAN END OVARIAN CANCER**

#WHITESHIRTCAMPAIGN

OVARIAN  
CANCER  
RESEARCH  
FOUNDATION



# OVERVIEW

Recent global events have poignantly reminded us of the importance of health and wellbeing.

Despite this year's campaign facing some obstacles, Witchery and the Ovarian Cancer Research Foundation (OCRF) are proud to announce the launch of the 12th annual White Shirt Campaign.

This year the campaign centres around the classic White Cotton Shirt. A favourite design from previous collections and a timeless wardrobe staple.

100% of gross proceeds of every White Shirt sold is donated to the OCRF to fund expert research scientists, innovative projects and essential research equipment, in order help find an early detection test for ovarian cancer.

The collection is available to shop online at [witchery.com.au](http://witchery.com.au) from 6 May 2020. White Shirt Day and World Ovarian Cancer Day is Friday 8 May 2020.





**MAKE A  
STATEMENT  
BIGGER THAN**

*Fashion*

While we may be apart physically, we encourage you to make a statement bigger than fashion from your homes by posting a photo to social media in your white shirt on White Shirt Day, 8 May 2020. Help raise awareness for ovarian cancer and those women who continue to face uncertainty every day.

@witcheryfashion

@ocrf

#WHITESHIRTCAMPAIGN

# KEY STATISTICS

One woman dies every **8 hours** from ovarian cancer in Australia (every day, 3 women)

Most women believe a pap smear detects ovarian cancer but it doesn't

Approximately 1500 Australian women are diagnosed with ovarian cancer every year

**1046 deaths from ovarian cancer in 2019**

Vague symptoms like bloating and fatigue are often confused with other women's health problems

The only way for a definitive diagnosis is by taking a tissue sample during surgery

Unlike breast and cervical cancers, **there is no early detection test**

Over **70%** of diagnosed women will already be in the **late stages**, with the disease having spread to other parts of the body

When detected and treated early, **90%** of women will survive beyond five years compared with **only 25%** when diagnosed at a late stage

Almost **90%** of women diagnosed in late stages will see a recurrence within 2 years of treatment

Ovarian cancer is the leading cause of death of all gynaecological cancers

Currently ovarian cancer is incurable, remission is not realistic in most cases

# INSPIRATION



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THANK YOU

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