



WAKO WOMEN AGAINST CANCER 1st Edition 2017 - REPORT

GENERAL GOAL

Spread the message “Sport for health” – together we can! To involve Wako people in fighting cancer, informing them and raise money to devolve to social or scientific subjects which daily work in fighting cancer.

The whole Campaign started from Women: Gina Engelhardt-Auè (from the The Netherlands) Benedetta Teruzzi (from Italy) and Eleftheria Panagopoulou (from Greece) all referees, with the strong support of Wako Women Committee: Kate Kociszewska (Poland) Francesca Falsoni (Italy) and the Wako Media Committee: Barbara Falsoni (Italy) Marijana Pelevic (Serbia)

In this first edition 2017, there were three different ways to support the Campaign:

- A. To Sell merchandising to raise funds
- B. To collect free offers
- C. To promote the activities of the Campaign

TOTAL FUNDS RAISED AND DONATED: 2.788,00 €



WWAC a Social Campaign to fight cancer through Kickboxing

Managed and supported by Wako Women Committee

Chairman: Mrs. Katarzyna Kociszewska (Poland) biuro@sportmasters.pl

Project Promoter: Benedetta Teruzzi (Italy) be.teruzzi@gmail.com



WAKO WOMEN AGAINST CANCER

COMMUNICATION PLAN

1. We “created” a LOGO of the Campaign, we put it on all promotional materials of the tournaments involved and on the dedicated merchandising (thanks to WAKO approval)



2. We created a Facebook page. At the moment the campaign has more or less 700 followers and some of our post reached more than 4000 people

<https://www.facebook.com/WAKO-WOMEN-Against-Cancer-400754180273738/>



3. The Campaign has been promoted on WAKO website

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A. To sell merchandising to raise funds

POINTFIGHTING CUP – 1st 2nd APRIL 2017 – MILAN (Andrea Ongaro)



SCIENTIFIC PARTNER: FONDAZIONE IEO CCM



FUNDS RAISED: 2.114,00 €

FOULARD



BRACHAETS



T-SHIRT



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YOKOSO DUTCH OPEN – 7th 8th APRIL 2017 – AMSTERDAM (Alex Engelhardt)



SCIENTIFIC PARTNER: ANTONI VAN LEEUWENHOEK FOUNDATION



FUNDS RAISED: 500,00

T-SHIRT



BAG



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B. To collect free offers

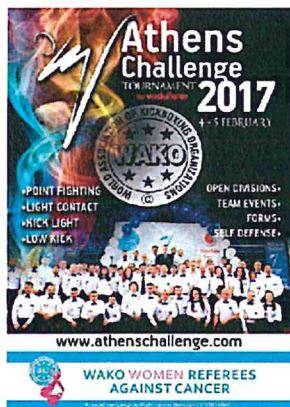
BESTFIGHTER – Gianfranco Rizzi



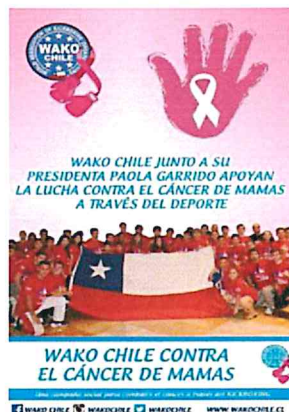
FREE OFFERS: 174 €
Devolved to Fondazione IEO CCM

C. To promote the campaign

ATHENS CHALLENGE – Nikos Memmos



WAKO CHILE



A BIG THANKS TO ALL WAKO PEOPLE!

WE HOPE IN A GREAT 2ND EDITION IN 2018

Behalf of the entire team

Benedetta Teruzzi

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