

Welcoming commercial partners to **BE THE CHANGE**



We are looking for commercial partners who can be an integral, vital part of this campaign - telling their staff, customers and business partners about PDT. You can help us to change the way cancer patients live and die.

The TV, radio and other media coverage draws attention to the campaign and the role and importance of PDT as a treatment option. It gives us added credibility. But that's not enough.

We have to drive people to our website. That is where *everything happens*. People can donate. They can find out about PDT. They can also find a hospital or clinic that could treat them with PDT. The website is our *engine room*.

Our partners already include football clubs, rock legends and other businesses. Matchroom Sport and LiveNation are two.

You can't get much bigger than Manchester United and Glasgow Rangers on the sporting field - they are going to email all their fans with their own information 'pages' about PDT and the campaign.

Robert Plant and Roger Daltrey are emailing their fans, and Sir David Frost is also opening his contacts book for us.

The pages will encourage the fans to find out more, and also to donate to the PDT research trial of their choice.

If you have contacts who you think could be interested in being our partners - please contact David Longman, the Director, at:

director@killingcancer.co.uk

Or phone: 0779 88 33 003