

Inspiration Awareness Campaigning Research Spring 2018

ovarian
canceraction

action

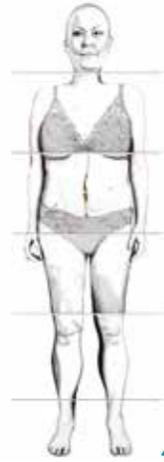
magazine

35 events across
England, Ireland, Scotland & Wales
over 250 miles walked

over £29k raised



Taking
steps
towards
a future
without
ovarian
cancer



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Cover illustration and design by Leonie Wharton, photograph by Kevin Moore



Tell us what you think
Reasoned response, constructive criticism or whatever else you think! We've made this magazine with you in mind, so we care a lot about your opinion.

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We are proud to be a member of the Fundraising Regulator. We promise that our fundraising is respectful, open and honest.



Join us. Fight with us. Act now.

Hello and welcome to our spring edition of *Action* magazine

We're not even halfway through the year but with your help we've already accomplished so much! March was Ovarian Cancer Awareness Month and you made it our biggest and best to date, from raising awareness to holding all manner of fundraising events. Find out about the exciting research projects that your hard work enables us to fund on page 10.

We also launched our 'Stolen Moments' campaign with an ambitious goal to raise £1million to fund an ovarian cancer screening tool. With too many cases being diagnosed at a late stage we truly believe a screening tool would be the most effective weapon in our fight against the disease. Cases of cervical cancer have almost halved since the introduction

of cervical screening and we want to replicate that success. Read about the campaign and Professor Ahmed's fascinating research on page 12.

March might be over but we aren't slowing down. By the time you read this we will have marked World Ovarian Cancer Day (May 8th) by handing out 7,400 roses with symptoms awareness tags across the UK to represent the number of women diagnosed each year. We'll be spreading the word on social media too so we can reach millions of women with this potentially life-saving information.

So what's next? Summer is the perfect time to take on a fundraising challenge and we've got lots of dates for your diary on page 16. And if you

haven't yet signed our petition please join us in calling on the government to fund a national clinical audit for ovarian cancer to find out how we can improve survival rates in the UK. Visit ovarian.org.uk/petition

Whether you are raising awareness, campaigning for change or funding research, you are all part of #TeamOCA and making a difference to everyone affected by ovarian cancer. From the whole team and our talented scientists, a heartfelt thank you.

Wishing you a wonderful summer,

Cary.

Cary Wakefield
Chief Executive

My beautiful brave friend

Alison Colver talks about her unique art project celebrating scars inspired by an ancient Japanese pottery practice, and her brave friend Sara who modelled for her following surgery to remove an ovarian tumour.

I first met Sara when she was sixteen. We were working for an educational publisher and I was immediately struck by how friendly, helpful and organised she was. She was always smiling and nothing was ever too much trouble.

When Sara started experiencing shooting pains in her side, aged 40, it didn't occur to her that it could be a sign of cancer. Like many women she was busy with her job and family, putting her own health concerns last. She had even completed charity walks in London and 26 miles along Hadrian's Wall shortly before her diagnosis as walking helped relieve her symptoms.

After almost two months of her symptoms growing progressively worse, Sara finally made an appointment to see her doctor who gave her antibiotics, believing she had a urine infection. Her blood tests came back clear and six weeks later she was sent for an ultrasound scan. By this time Sara was taking pain relief, struggling to walk and finding her clothes had become tight.

A SHOCKING DIAGNOSIS

After an ultrasound and CA125 blood test Sara was diagnosed with stage 3C high grade serous ovarian cancer. She underwent surgery, chemotherapy and even took part in chemo trials.



Sara and I used to meet up for a meal near our birthdays and discuss our projects. She was working through a Prince2 course for accreditation in Project Management. I spoke to Sara about my Final Major Project for university and how I wanted to document her scars. Sara was enthusiastic and sent me a photo of her scar taken on her phone.

Sara's attitude to her cancer and chemo was astoundingly positive throughout and when she received the all clear in March 2017 we held the photoshoot. I took about 50 photographs of Sara in her bedroom wearing her wig, her scarves and a teal coloured shirt she had bought specially. Sara was a great model and offered a variety of poses, but the one which struck me was the first



ALISON COLVER



SARA LE-SURF

full length shot I took. Standing against a wall in her bedroom in her underwear, she wore an enigmatic smile and chose not to wear her wig or hat. I knew that this powerful image was the one I had to use for my artwork.

Around this time, I had read about Kintsugi; a 15th century practice which repairs pottery by using beautiful seams of gold. The repaired pottery celebrates each artefact's fractures instead of hiding or disguising them – much like a scar. The gold-filled cracks of a once broken item become a testament to its history.

I worked on the 8.5ft illustration of Sara, splitting it in to six pieces to denote the six months she had cancer. I used a fine Bic biro to illustrate Sara which took 50 hours and then used gold leaf for her scar, referencing Kintsugi.

A LASTING LEGACY

Sara had begun to rebuild and enjoy her life after her all clear however, eight months post-surgery Sara was admitted into hospital five times in four weeks for obstructions in the small intestine. A CT scan showed the cancer had returned to her intestines and she was told there was nothing more they could do for her except for palliative care. Sara fought bravely and fought hard. She felt she still had it in her to give the cancer one last kicking, but on 29th November 2017 she passed away.

Before she passed away Sara said she wanted to support Ovarian Cancer Action as she felt strongly that the answer lay in research for a screening test and a cure. She was also passionate about raising awareness as some women still wrongly believe that ovarian cancer can be detected with a smear test. Her family hope to continue with this and when asked for their advice, Sara's father and sister Gemma said, "Trust your instincts and know your own body. If it doesn't feel right, insist on a scan, don't take 'no' for an answer."

Sara's illustration started as my final piece for my fine art degree but became so much more than that. It was a labour of love and, I hope, a lasting legacy to my beautiful, brave friend. I know Sara would be very happy and proud to be used as the poster girl for ovarian cancer, especially if it helps one woman to recognise the symptoms and get help.

HOW DO YOU FEEL ABOUT YOUR SCAR?
Everyone's scars tell a different story and we'd love to hear yours. Email Tori@ovarian.org.uk or call 020 7380 1730

Sara's legacy lives on

Alison's illustration of Sara made its first debut at the Touch of Teal Glitter Gala, organised by long-term OCA supporter and Voice, Adele

"In December 2007, I had surgery for stage 3C ovarian cancer. The result was a 10 inch scar which started below the bikini line, traced its way up to and around my belly button and ended a couple of inches below the breast area. It was covered with staples, giving it the look of a railway track or some kind of edgy tattoo. I remember thinking it looked quite cool. I was probably still under the influence of the post-surgery morphine...

After the staples were removed I bought a bottle of Bio-Oil and rubbed it on every day after I showered. After a couple of years the scar had faded to a very fine line. After the second surgery for recurrence in 2010 the cut healed in a wider and slightly darker pigment than the previous scar, despite the same regime with Bio-Oil.

Last September Alison Colver generously exhibited her wonderful display of her pen drawing of her friend Sara at the Touch of Teal Glitter Gala. The drawing is of an underwear-clad Sara proudly displaying her scar which is filled in with gold leaf. It is quite stunning and really shows the extensive surgery that women with ovarian cancer go through. Alison also did a representation of my scar in gold on a teal background. I display this proudly in my hallway and whenever anyone asks me what it is I am quick to give them a flash of my belly!

This year for the first time, my scar was shown in public, on a beach in Barbados, after celebrating a friend's marriage to his childhood sweetheart. Everyone else was showing their bellies so I thought, why not me? Scars are nothing to be ashamed of, they are a reflection of the journeys that our bodies have been through."

Ovarian Cancer Awareness Month 2018

Take a look at the amazing lengths you went to this March to join our fight against ovarian cancer.

March is Ovarian Cancer Awareness Month and it's our opportunity to join together and make our voices heard, from raising awareness of the disease and its symptoms, to raising the vital funds needed for scientific research. Thanks to you this March was our biggest and best awareness month yet! Read on to find out how you made this happen...

1,200

ON THE GROUND
Our team were out and about attending 25 awareness events across the UK, speaking to more than 1,200 people. And you got involved too ordering 320 awareness packs so that you could raise awareness in your own communities.



466

IN THE PRESS

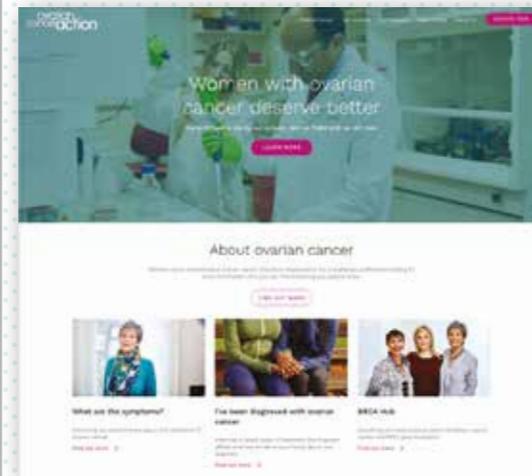


GWYNETH STRONG AND FIONA MURPHY SPEAKING ON SKY SUNRISE

We launched our Stolen Moments campaign to help raise £1 million to fund an ovarian cancer screening tool. We shouted about it from the rooftops and were mentioned in the press 466 times! Did you see our Patron Gwyneth Strong and Voice Fiona Murphy on Sky Sunrise talking about the need for a screening tool? Find out more about the campaign and how you can get involved on page 12.

80,000

ONLINE



80,000 people visited our website and spent more time on our symptoms page than any other. Early diagnosis of ovarian cancer is vital to a good outcome making this information potentially life-saving. ovarian.org.uk/symptoms

6,300

IN PARLIAMENT



The UK has one of the worst ovarian cancer survival rates in Europe and this has to change. We launched a petition asking the government to carry out an audit. This would map ovarian cancer patients' journeys around the country from diagnosis through their treatment to highlight best practice and identify where improvements are needed. More than 6,300 of you have already signed and if we can reach 10,000 the government will respond. ovarian.org.uk/petition

400

IN THE CLASSROOM

It's not just the general public we're raising awareness with. We trained 400 healthcare professionals and sent information packs to 150 more GP surgeries across the country. This means healthcare professionals are better equipped to diagnose the disease early.

TAKE ACTION

March might be over but we've launched our Talking Ovaries programme so you can help us raise awareness all year round! Find out more at ovarian.org.uk/talkingovaries or email Ross@ovarian.org.uk

832,000

BOX2BEAT CANCER



Box2Beat Cancer is having its biggest year yet. 26 amazing Boxercise instructors have organised events across the country with 277 of you throwing a staggering 832,000 punches! Together you've raised £27,773.48, enough to provide awareness about the symptoms of ovarian cancer to 300,000 people across the UK.

£4,300

BACK TO THEIR ROOTS



We've partnered with L'Oréal's Pureology, a chemical free haircare brand developed by celebrity stylist Jim Markham for a friend with ovarian cancer. For every Hydrate shampoo and conditioner pack sold during March £1 was donated to OCA, raising more than £4,300! This could cover the cost of our awareness team attending two conferences and engaging with 800 health professionals about spotting the symptoms of ovarian cancer in their patients.

£41,000

WALK IN HER NAME

Our flagship campaign is back! Each year hundreds of you organise walks across the country in memory and celebration of women affected by ovarian cancer. This year 700 of you walked 250 miles raising £41,000! This could fund a PHD student, developing the next generation of ovarian cancer research scientists.

1m

A TEN YEAR PARTNERSHIP



This year we celebrated the 10th year of our partnership with Paperchase. This year they sold Mother's Day cards with an OCA donation in 120 stores. They even interviewed our fantastic scientist Mara Artibani at the Weatherall Institute of Molecular Medicine at the University of Oxford and shared it with more than 1 million people on social media!

TAKE ACTION

There are so many ways you can join #TeamOCA and help raise money. From baking or boxing to singing or skydiving, there is something to suit everyone and we're here to help turn your idea into a success! Email Fundraising@ovarian.org.uk or visit ovarian.org.uk/fundraising

Fundraising superstars

You've been busy organising events, running marathons and boxing to take action against ovarian cancer.

Thanks to your hard work and determination, research is being funded into better treatments for patients, the prevention of cancer in high risk families and the development of the world's first ovarian cancer screening tool – thank you! Here are some of your recent fundraising stories.



WALKING TOGETHER

Alison Woolcock organised a Walk In Her Name in honour of her sister, Lesley, who lost her battle with ovarian cancer in 2016. Over 300 people attended and walked just over three miles on Barry Island. The walkers carried teal OCA balloons and gold and silver balloons to represent the women who have been lost to ovarian cancer and the women who are still fighting the disease. Alison and her group of walkers raised over £3,300. To hold your own walk visit ovarian.org.uk/walkinhername



ALISON'S WALK

Kevin Moore

TAKE ACTION

Find out how you can take action to stop women dying of ovarian cancer. Get in touch with Jess, your dedicated OCA Community Fundraiser. Call 020 7380 1732 or email Jessica.Vigni@ovarian.org.uk



JOINING THE FIGHT
Boxercise instructor Mandalena Ioannou raised more than £6,000 during a three-hour marathon Box2Beat Cancer class she held in her community. "Some of my friends and clients have family who have been affected by ovarian cancer," Mandalena says. "This event was a wonderful way to bring the community together to join the fight to beat this cancer." Through numerous donations and sponsorships, Mandalena tripled her initial fundraising target of £2,000!



MANDALENA'S BOX2BEAT CANCER EVENT RAISED MORE THAN £6,000!

YOUR FUNDRAISING SAVES LIVES

£50

£50 can pay for a chemical that will prepare cancer cells for research into creating new drugs to cure ovarian cancer

£100

£100 can pay to run a support a support group for eight women fighting ovarian cancer for a year

£500

£500 can cover the costs of training GPs in spotting the early signs of ovarian cancer benefitting up to 200,000 UK patients

INSPIRED TO RUN

Sophie Daws signed up to run the London Marathon after her friend Hannah was diagnosed with ovarian cancer aged just 21. Sadly, Hannah's diagnosis came too late and she lost her battle with the disease. Hannah had been passionate about raising awareness of the symptoms of ovarian cancer so that more lives can be saved, so Sophie along with Hannah's family and friends set about trying to raise as much awareness as they could in Hannah's name. Sophie



SOPHIE RUNS IN MEMORY OF HER FRIEND HANNAH

hosted a golf day to fundraise for her marathon, with 64 golfers playing, and raised £3,300. Her total has now hit £7,300!



GORDON CELEBRATES WITH WIFE CLAIRE

MAKING A CHANGE

Gordon Bain's wife, Claire, was diagnosed with ovarian cancer in 2012. Inspired by Claire's strength and determination, Gordon decided to make drastic changes to his lifestyle and lost an astonishing eight stone! After completing such a monumental challenge, Gordon ran the London Marathon this year in celebration of Claire being five-years cancer free and went on to raise an amazing £4,645 to help fight ovarian cancer.

A POSH PARTY

Breast cancer survivor Lorna Worthington lost her colleague, Nikki, to ovarian cancer in 2015. Inspired by Nikki's positivity and her immense love for her children, Lorna decided to organise a Posh Pink Party to fundraise in her memory. Lorna invited 250 guests, including Nikki's family and friends. Together they remembered those who have been lost to cancer and celebrated the lives of those still fighting. In total Lorna raised an incredible £4,709 for OCA, thanks to the support of the guests, sponsors, donors, OCA staff and friends who helped her along the way.



LORNA'S POSH PINK PARTY

The research we fund

Thanks to your generous support we are funding a range of research projects that will make a real difference in our fight against ovarian cancer.

All the scientists we fund tackle the major problems women face across the ovarian cancer pathway – from screening and early detection, to treatment and recurrence. This is the only way we can make our vision a reality and stop women dying before their time. We fund exciting projects at the Ovarian Cancer Action Research Centre at Imperial College London and the Weatherall Institute of Molecular Medicine at Oxford University. Read on to find out more.



PROFESSOR AHMED
IN THE LAB AT
THE WEATHERALL
INSTITUTE OF
MOLECULAR
MEDICINE

THE OVARIAN CANCER ACTION RESEARCH CENTRE

The Ovarian Cancer Action Research Centre was founded in 2006 and is now home to 70 scientists. Led by Professor Iain McNeish, the team is made up of both lab based scientists,

and clinician scientists who work in the lab and treat patients, including surgeons and oncologists. Their research is international, collaborative and translational – meaning it aims to ‘translate’ directly into new medicines, procedures and diagnostic tools that will benefit patients directly. They are doing this through a range of projects tackling different problems.



PROFESSOR IAIN
MCNEISH AND
SOME OF THE TEAM
AT OUR RESEARCH
CENTRE

REDUCING THE CHANCE OF RELAPSE

Dr Chiara Recchi’s team is investigating OPCML, a protein found in our bodies that works to suppress tumours. OPCML is under-produced in the majority of ovarian cancer patients, and we believe this could be one reason why many patients develop cancer. Dr Recchi’s main focus is to better understand how OPCML works and use this information to develop a treatment that prevents the growth and spread of a patient’s tumour, and lowers the chance of relapse after chemotherapy. Dr Recchi’s findings could also lead to a non-chemotherapy treatment. This is an exciting prospect considering that one of the biggest problems faced by women with relapsed ovarian cancer is chemo-resistance.

STOPPING OVARIAN CANCER IN ITS TRACKS

Professor Bob Brown leads a team that investigates epigenetics changes: the study of non-genetic factors that affect the way our genes function and communicate with the cells in

The Ovarian Cancer Action Research Centre is home to 70 scientists

our body. His team is examining the factors that first, ‘switch off’ our tumour suppressor genes, (the genes that control cell growth), and second, disrupt the genes that make tumour cells sensitive to chemotherapy. These findings will hopefully lead to treatments that can stop ovarian cancer tumours from growing and increase the effectiveness of anti-cancer drugs.

PERSONALISED MEDICINE AND PREVENTION

Dr James Flanagan investigates how ovarian cancer risk is linked to changes in gene expression. Gene expression is a process whereby

information encoded in a gene is used to produce a functional product – such as a protein – that dictates a cell’s function. Many cancer risk factors can affect this process. Dr Flanagan wants to identify and understand ovarian cancer-specific risk factors. This could lead to a personalised risk and prevention programme that identifies high-risk women and gives them the tools to protect their health.

GENETIC RISK SCREENING

Dr Jonathan Krell is assessing how feasible it would be to implement a new genetic testing model, by investigating women’s attitudes towards genetic testing, technology, and access to genetic services.

FIND OUT MORE

To find out more about the incredible scientists and projects that your generous support funds visit ovarian.org.uk/research

THE UNIVERSITY OF OXFORD

Professor Ahmed Ahmed and his talented team of researchers at the Weatherall Institute of Molecular Medicine, University of Oxford, are working to transform ovarian cancer survival rates. They are exploring several key areas in ovarian cancer research and have already made some promising discoveries.

PERSONALISED TREATMENT

The Oxford team discovered that chemotherapy is more effective in some recurrent ovarian cancer tumours than others. Professor Ahmed’s lab examined the cells of recurrent ovarian cancer tumours, specifically those sections wiped out by chemotherapy, and found that these sections appeared to have genetically evolved to become very sensitive to chemotherapy. The Oxford team is now working to understand how this sensitivity evolved. Developing a new treatment that mimics this genetic evolution is an exciting opportunity to help treat and eradicate cancer cells.

EARLY DETECTION AND SCREENING

Professor Ahmed’s team found that a protein called SOX2 is present at high levels in the fallopian tubes of women with ovarian cancer and those who have a high risk of the disease. By improving our understanding of SOX2, and developing a test for the protein, Professor Ahmed hopes to pave the way for the development of a screening tool. Professor Ahmed talks about the significance and potential impact of this work on page 13.

CANCER BIOLOGY

The team is looking to map the genetic profile of pre-cancerous lesions in the fallopian tubes (called STICS) in order to understand how these lesions become cancerous. Examining ovarian cancer in its pre-cancerous state will give scientists an opportunity to uncover a way to detect and treat the disease before it develops.

Stolen Moments

This March we launched our Stolen Moments campaign, with the ambitious goal to raise £1million to fund an ovarian cancer screening tool. Find out how your support could make this a reality.

We know that raising awareness of ovarian cancer is vital, that it saves lives. A woman diagnosed at stage 1 has a 93% chance of surviving 5 years or more but this drops significantly when it is diagnosed at stage 3 or 4. We also know that diagnosing ovarian cancer is difficult and that nine out of ten women can't name the four main symptoms. Which is why we shout about it from the rooftops at every opportunity!

But what if we could detect ovarian cancer in its very earliest stage? Or better yet, before the cells have even become cancerous? This is exactly why we are funding Professor Ahmed's team at the University of Oxford in their mission to find a screening tool that would do just that.

A new campaign

Our Stolen Moments campaign was launched during Ovarian Cancer Awareness Month to highlight the very real and devastating impact that ovarian cancer has on women and their friends and families. On average a women with ovarian cancer in the

UK will lose almost two decades to the disease. Years of missed anniversaries, birthdays, weddings and graduations. The countless hugs and cups of tea. A screening tool would change this.

For Ovarian Cancer Awareness Month 22 of our amazing Voices shared their stories and experiences so we could tell the world how ovarian cancer impacts women and those who love them across the UK. From being interviewed in the press

to writing blog posts, their honesty and bravery meant we could explain why this is a disease that needs more attention, more recognition, and more funds to overcome.

Lights, camera, action!

To coincide with the campaign we teamed up with Spirited Pictures to create a short film featuring six of our incredible Voices: Florence, Darren, Adele, Caroline, Laura, Fiona and our very own Cancer Prevention officer



“Thank you for giving me the chance to be a part of this powerful awareness film” – Laura

Henry Kenyon, Jon Snedden

Jo. The filming took place over two days, resulting in a powerful film that really brought to life the shocking statistics uncovered by our Stolen Moments campaign.

Showing remarkable composure in front of the camera, each person spoke candidly about their own experiences, whether that was losing a loved one, finding out they have a genetic mutation, or the physical and emotional impact of an ovarian cancer diagnosis. There is also a clear message about the importance of early detection and the dramatic impact this can have on prognosis, demonstrating why our pledge to fund a screening tool is so vital. While each of our Voices has a very different story to tell, what unites them is their positivity and desire to help educate others by sharing their story.

We still have a long way to go but we are excited about the potential Professor Ahmed's research has to transform the lives of thousands of women. And we're so grateful for your support in helping us achieve our goal.

TAKE ACTION
To watch our film visit ovarian.org.uk/aboutus

Why is funding a screening tool so important?

Professor Ahmed at the University of Oxford talks about his team's work and the global significance of developing a screening tool.

Why is funding an ovarian cancer screening tool so important?
Ovarian cancer is a complicated disease to diagnose as symptoms are easily confused with less-serious conditions like IBS, and often don't present until the disease is at an advanced stage. If we are to make a major difference in our fight against ovarian cancer we must develop a screening tool to catch it in its very earliest stages, or better still, before it even develops. A tool like this doesn't exist anywhere in the world.

Why isn't there one already?

The CA125 blood test and ultrasounds that are used to diagnose ovarian cancer have been the subject of studies to see if they can be developed into a screening tool. However, after extensive research it has been concluded they are not sensitive enough to detect the disease in its earliest stages, which is why we are now exploring other options.

What type of tool will it be?

This is still uncertain but my team has made exciting discoveries that have taken us closer to an answer. We have found that the number of cells that have a protein called SOX2 are markedly increased in the fallopian tubes of women with or at high risk of ovarian cancer. A better understanding of how the disease develops is key to developing a screening tool.

How will my money help fund it?
Identifying the SOX2 protein is an important step forwards but it's very difficult to get to, meaning a screening tool centred around it would be quite invasive. We are now looking for other changes that take place in the body simultaneously to the SOX2 protein production and, by harnessing different markers, we hope to find another marker that is easier to test for.

What impact would successfully developing one have?

Screening tools for other cancers have proven extremely effective. The development of cervical screening has almost halved the number of cases by looking for pre-cancer changes so that they can be treated before they become cancer. Around 250,000 cases of ovarian cancer are diagnosed globally each year so replicating this success could save thousands of lives.

How long will it take?

Although this research is exciting, we have a long way to go to develop a screening tool that could become a national screening programme for those most at risk. We hope to complete our next stage of investigations within five years. The next step would be to translate our findings into clinical research.

Find out more about our research projects on page 10.



PROFESSOR AHMED



DANIEL MURRAY

Five minutes with...

Daniel Murray, entrepreneur and public speaker

Daniel Murray is Co-founder of fashion app Grabble and an integral part of Ovarian Cancer Action's Business Development Committee. Find out what makes him tick...

THE SERIOUS STUFF

How did you become involved with Ovarian Cancer Action?
My mum was diagnosed with stage 3 ovarian cancer when I was studying for my A levels. She went from being a dynamic powerhouse, holding court in any room, to too weak to get out of bed. Fortunately, thanks to the incredible work from her doctors, she's back to where she was and in my opinion fitter than before! She stayed close to the charity and became a big supporter of it. I want to help do my part as a show of gratitude for saving my mum.

THE SILLIER STUFF

Guilty pleasure: Sean Paul.
Book: *Sapiens* by Yuval Noah Harari is my favourite book ever. And I recommend *Principles* by Ray Dalio to anyone in business.
Shop: Ummm Grabble? Obviously!
Film: *Life is Beautiful*, *Run Lola Run*, *Oldboy*. And *Terminator 2!* I'm still just a regular brainless man...
Food: AllPlants, incredible vegan frozen food delivered to your door.
Holiday destination: Japan where I'm going on my honeymoon. And Burning Man in the Nevada Desert.
Relax/unwind: The Calm Meditation app.
Plans for 2018: Enjoying being married. And appreciating the wonder that is my mum!

What do you hope to achieve through your work with the charity?
A fresh male perspective. People tend to stick to what they know (and I don't know women as my wife reminds me!), but I'm able to provide support and a son's perspective. It's essential our communications reach male ears too.

How did you get where you are today?
I've always been interested in running my own business, maybe because I'm not really focused enough to work for someone else. I like to keep a lot of plates spinning and make as much impact as I can, as fast as I can. The best way to do that whilst not upsetting everyone around you is to be the boss!

Who is your biggest role model past or present?
My dad is and always will be my biggest role model. I recently did a TED talk "Why so serious? How laughter builds resilience" that was all about him really.

What is your biggest success?
If you search "fluffiest cat in Britain" on Google... my cats come up. Not sure I have anything left to accomplish really? Aside from that, I run a podcast called Secret Leaders interviewing some of the most successful people in Europe, founders of companies like Shazam, Just Eat, Cafe Rouge, Babylon Health... even Prince Andrew.

And biggest failure?
I once ran a business where I ordered 1 million packs of playing cards and forgot to confirm the logistics properly. When seven lorries worth of cards turned up in Borough Market... that was a big mess to sort out!

What keeps you motivated when times are tough?
My wife always keeps me motivated. And my mum. I've learned that the technical definition of a genius is a boy of average intelligence with a Jewish mum.

Dates for your diary

Looking for an exciting new way to help fund our incredible scientists? From running and trekking, to cycling and skydiving, there's something for everyone....



ALISA TUBBS
RUNNING THE
LONDON MARATHON

London to Paris
4-7 October 2018
Join the first women-only cycle challenge from London to Paris. This fantastic Women V Cancer challenge will raise funds to fight breast, cervical and ovarian cancers.

Royal Parks Half
14 October 2018
Starting and finishing in the stunning Hyde Park, join 16,000 runners on a 13.1 mile route through Central London, taking in the spectacular sites of the capital and its beautiful Royal Parks.

Prudential RideLondon
29 July 2018
The Prudential RideLondon is Britain's biggest celebration of cycling. This unique challenge will take you on a 100-mile route through the capital and into Surrey's stunning countryside.

Simplyhealth Great North Run
9 September 2018
The world's largest half marathon is back for its 38th year! Join thousands of other runners from across the UK and take part in the iconic Simplyhealth Great North Run.

24 peak challenge
14-16 September 2018
Looking for something a little different? Take on 24 peaks in the Lake District, each more than 2,400ft high, and a target trekking time of 24 hours!

TAKE ACTION
To register for any of these events and lots more visit ovarian.org.uk/challenges or email Tom@ovarian.org.uk



MIKE WILSON,
PRUDENTIAL
RIDELONDON

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8-12 Camden High Street
London NW1 0JH

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cycle milan to venice 2019

dc
women V cancer
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2019



Experience 'La Dolce Vita' with Women V Cancer cycling 355km from Italy's fashion capital of Milan to the loved-up Venice in three days

For more information and to register online:

www.dream-challenges.com

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Registered Charity Nos: Breast Cancer Care: 1017658/SC038104, Jo's Cervical Cancer Trust: 1133542/SC041236, Ovarian Cancer Action: 1109743/SC043478. Women V Cancer is established under Giving Works. Registered Charity No. 1078770. To take part you need to pay a registration fee of £149 and raise minimum sponsorship funds of £1800.

