

The Health Oranges



Every Year in January AIRC Italian Association of Cancer Research wants to raise funds for research with the "The Health Oranges", "Arance della Salute" all Italians, from Sicily and Calabria. In 1750 Italian squares will be distributed 559,000 kg of oranges: 9 Euros for 2.5 kg with unique recipes too. So, on the next 30th January the Italian squares will be orange. A so healthy idea, since oranges are among the protagonists of proper nutrition, is diffused by an advertising campaign and concretized by the Regional Committees AIRC that, through the efforts of volunteers, animate the squares throughout Italy in a day of celebration and gathering.





This initiative involves also schools, a collaboration that reflects the very well strategy of AIRC, acknowledging that our future in general and the cancer research in particular belong to the young generation. In fact, teachers and students are buying oranges satchels in 676 Italian schools, that'll be a perfect opportunity to direct the children from an early age towards healthy diet that helps to prevent cancer and to involve them into active support of the research.

by Luca & Demetrio