



I POWER OF ONE

The Power of One can help find the cure for Leukaemia





**The Power of One is definitely a one-of-a-kind event; exclusive to Birmingham City University.
This is an opportunity not to be missed so make sure you get involved!**

What's all the fuss about?

We have the perfect combination; have fun, help a charity and do this all for £1.

All we ask you to do is showcase your powers in a funky photograph taken by one of our team.

Get creative individually or with friends and come up with some weird and wonderful ideas:



Step one- Identify what your power is and write it on a speech bubble...what gives you strength? Your smile?

Step two – Hunt through our props, or bring your own, to personalise your picture and pose!

Step three – Upload, upload, upload! Use various social media platforms to create hype and start a trend.

But the fun doesn't end there...students can vote online for their favourite picture. The winner will win a NIGHT OUT devoted to them and their power!

About CureLeukaemia

Leukaemia is a cancer of the blood and is where there is an increase in the production of abnormal white blood cells, which help our bodies fight infection. When someone has leukaemia, the white blood cells do not work properly, exposing leukaemia patients to life-threatening infections.

Cure Leukaemia was established in 2003 to allow patients with blood cancer to access the remarkably effective new treatments. Over the past decade, the charity has funded a network of 15 specialist nurses who work across the West Midlands to administer pioneering drug treatments to leukaemia patients.





How to get involved

Along with Cure Leukaemia we can make a difference. There are a variety of ways you can help:

- Text PWER01 £1 to 70070
- Donate via Just Giving - JustGiving.com/Power-of-One
- Volunteer
 - Be a photographer
 - Promote! #powerofone
 - Put on a show (Cheerleaders, Hip Hop society)
- Help us gather photos and be on the stall
- Complete the National Student Survey
- Follow and interact on our social media platforms

Join us on the 12th March to find out more:

City North Lounge Students' Union
1.30pm - 3pm
Refreshments provided!



The Link Agency

We are a group of students based in Birmingham City University, working alongside real clients to contribute to and gain experience of real marketing. Our primary goals are to raise as much funding and awareness for the charity as possible and be a great representative for BCU. With support from the students, staff and Vice Chairman, we have the power to make a difference.

With much appreciated support from the charity, Cure Leukaemia, we have the potential to take this campaign regional therefore, this opportunity should not be overlooked! We need your help!

Get in touch:



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The Link BCU: Cure Leukaemia



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