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האגודה למלחמה בסרטן מבצע הקש בדל - 90336					

Security situation hampers Cancer Association Knock-on-Door campaign

• By JUDY SIEGEL

The Israel Cancer Association, which has counted on its annual “Knock on the Door” campaign to raise funds for helping patients, promoting research and prevention, information, rehabilitation and other services, was unable to carry it out this week in several cities and council areas. Either people were afraid to open the door because of the security situation, or children and teenagers were not allowed by parents to go door to door.

The ICA told *The Jerusalem Post* on Thursday that the campaign is not only a significant source for funding its many and varied activities, but it is also an event through which children learn about the importance of giving and helping others.

This year’s annual campaign – the 55th – “was due to take place on October 19, but due to the security situation, it was postponed in several areas,” the ICA spokeswoman said. “We are concerned that this important campaign has suffered a severe blow.”

The spokeswoman added that especially in difficult times such as these, the ICA needs every possible assistance to raise the necessary resources to continue operating life-saving activities nationwide.

Therefore, the ICA asked people who were not yet able to donate to call 1-800-35-46-46, visit its website at www.cancer.org.il or use a new digital wallet app on their smartphone called Sling that can be viewed at www.sling.xyz/he/cancer.html.



THE CANCER Association’s info-graphic explains that using the smartphone application Sling, one can input the code 54646, choose a sum and donate to the organization. (Courtesy)