The 2022 X-Out Cancer Challenge: Heroes Don’t Always Wear Capes

SANTA BARBARA, CA (May 11, 2022) The RUNX1 Research Program (RRP) launched its second annual X-Out Cancer Challenge Campaign this month where 100% of all funds raised go toward innovative cancer prevention research. The RRP community encourages anyone to join the fun while helping push the needle forward on finding cancer prevention treatments.

“Our organization supports individuals with RUNX1 familial platelet disorder (RUNX1-FPD), a rare genetic disease that increases the risk of blood cancer 30 times that of the general public,” says Dr. Katrin Ericson, RRP’s Executive Director. “There are no treatments for this disease and families are burdened by the knowledge that a fatal blood cancer diagnosis can strike at any moment. Studying RUNX1-FPD patients without blood cancer is unique in that it gives scientists a direct window into how blood cancer develops in real time. Uncovering which factors influence the creation of the very first cancer cell can lead to the development of treatments that block such factors and may have broad implications for prevention across cancers.”

This year’s campaign theme is “Heroes Are Made by Choice.” Participants have the choice to become their own heroes and/or a hero for RUNX1-FPD patients and cancer prevention research by setting up personalized X-Out Campaign webpages and asking friends and family for donations. In addition, they are encouraged to “X-Out” a less healthy habit and add in something more healthful for the entire month, continuing to build awareness by reporting their progress on social media. RRP provides participants with a toolkit to help them promote their effort.

“Studies show that inflammation in the body as well as inactivity can increase a person’s risk of cancer,” says Alex Gonzalez, RRP’s Director of Development. “So cutting out sugar or alcohol, for example, and increasing daily exercise is a great way for participants to do something good for themselves while doing something good for our community and cancer prevention research.”

Other ways to get involved with the X-Out Cancer Challenge include:

- Recording, posting and challenging others to perform the “X-Outing” dance step to Ed Sheeran’s song “Bad Habits” on social media platforms such as TikTok, Instagram, Facebook and Twitter.
- Donating directly to X-Out in honor of someone who is currently battling cancer, or in memory of a loved one who lost their battle.
- Texting XOUTCANCER to 53-555 and making a donation.

About the RUNX1 Research Program: The RUNX1 Research Program (RRP) is the only non-profit advocacy and research-funding foundation in the world that supports patients with RUNX1 Familial Platelet Disorder (RUNX1-FPD). Our mission is to improve the quality of life and prevent cancer in RUNX1-FPD patients as we continue building awareness for this rare genetic disease. We have built a multi-stakeholder community who partners with us to facilitate world-class collaborative research. To learn more about RRP and RUNX1-FPD, visit www.runx1-fpd.org.

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