

Edinburgh Napier students turn the world upside down

Two students from Edinburgh's Napier University are celebrating the global success of an awareness campaign based on a concept they developed.

Gemma McTaggart and Lottie Grant, both 24, developed the idea for the charitable campaign while on a placement with award-winning creative agency, PUNK.

The campaign aims to highlight awareness and support Scottish charity Worldwide Cancer Research by having members of the public flip their selfies and social media pages upside down (literally) to mark World Cancer Day. Newspapers also got involved, flipping their front pages in eye-catching displays.

Celtic defender Alan Stubbs and broadcaster Grant Stott have joined the host of people showing support.

Grant Stott said: "I know only too well how devastating cancer can be. In the last year alone I lost my sister in law to it and have two very close friends who have been diagnosed and told there is no cure. Cancer research is so vital. We need to know as much as we can about the disease to develop treatments that help people beat it."



Picture by Gareth Easton 07752666522



Gemma and Lottie's innovative upside down thinking has significantly increased support for the charity and the pioneering work it funds and develops.



Gemma commented: "We wanted an idea that was inclusive, that everyone could easily get behind and would encourage others to join in. The results have been amazing. I am so proud to be part of making a difference for Worldwide Cancer Research."

"Jane and Paul from [PUNK](#) have been so helpful, patient and welcoming. I am so grateful to them for all of their support and for this unique opportunity which has been invaluable."

Lottie added: "We learnt that there's power in simplicity and we pared our idea right down to its essence – which was the small thought that gained such traction over the past few days. I loved seeing the campaign grow out in the wild and I hope it's raised the awareness Worldwide Cancer Research so deserves."

Worldwide Cancer Research funded 107 cancer research projects in 17 different countries last year, and has committed £4 million towards funding a further 20 projects in 2018. Their aim is to prevent cancer from cutting lives short.

Laura McLachlan, Director of Marketing and Communications at Worldwide Cancer Research, said: "As a charity, Worldwide Cancer Research likes to do things differently – which is why the Lives Turned Upside Down concept instantly struck a chord with us. We want our campaigns to ask questions, make people

think and understand the importance of, not only the research we fund, but the way we fund – supporting projects all over the world. ”

“The support has been phenomenal, not just in Scotland, but also further afield, and for that we are truly grateful to PUNK, Gemma and Lottie – their talent is exceptional and we’re really looking forward to seeing where their careers take them!”

[Worldwide Cancer Research](#) is the only UK charity, based in St Andrews, Fife, funding research into cancer worldwide. It has invested over £180 million in research grants across 34 different countries.