

## Love Your Nuts – an Overview in a Nutshell

### Introduction

Love Your Nuts (LYN) is a registered Section 18A, non-profit testicular cancer awareness campaign based in South Africa.

LYN goal is to raise awareness of testicular cancer by educating communities about the 'rarely spoken about' cancer that often remains undetected in young adults due to the diverse society in South Africa, where cultural taboos, stigmas and lack of knowledge about the subject is rife.

In his thirties, Torsten Koehler, the founder of LYN Foundation, was diagnosed with testicular cancer in 1995 ironically whilst educating young teenagers about sex education at a school where he was employed as a teacher.

His journey of survival started by openly confronting his thoughts and emotions, relating the reactions of his friends, family and not least, his students, who gave him enormous help and hope. With their encouragement, the German version of his book "Love your nuts" was published in Germany in 2004 and thereafter in English in 2011.

The motivation to start this foundation was inspired by a former student who thanked him for making him aware during his awareness sessions at the school they attended:

*"Because you made us aware I went to the doctor in time. I've got testicular cancer too. I'm 16 and you saved my life".*

Torsten is now sharing his story through the platform of the Love Your Nuts Foundation emphasising how everybody is valuable they are and how fantastic life can be and therefore has a passion for this campaign.



## Our Purpose

The goal of Love Your Nuts is to raise awareness of (testicular) cancer by educating communities about the rarely spoken about cancer that often remains undetected in young adults due to our diverse society in South Africa, where cultural taboos, stigmas and a lack of knowledge about the subject is widespread.

## What we do

We believe that no men would die of testicular cancer if they knew about this young man's cancer and were aware of how to prevent it.

Boys/men die for the following 2 reasons:

- During puberty the body changes. Boys feel these lumps but think it is part of growing up. So they think it will go away again. If they knew that it could be cancer their lives could have been saved!
- Men feel the lumps but find it too embarrassing to go to the doctor. If they knew that it could be cancer their lives could have been saved.

If we can bring awareness to all boys/men in an early stage in their lives they will be saved. Knowledge and early detection is the best weapon against cancer!

This can be changed through LYN awareness where men which know their bodies can have a better outcome and have a chance of correct diagnosis and hence treatment. Testicular cancer is one of the most common cancers in males aged 15-39, which are young teenagers and their fathers (*Reference: CANSA – Men's Health*).

Men represent nearly 50% of the population, with more than seven million in the age category which have testicular cancer as the most common cancer diagnosed. The most effective weapon against cancer is knowledge. If you consider that one-in-four individuals may be affected by the disease during their lifetime, you will realise how powerful knowledge is in terms of risk reduction, prevention and early detection.

LYN will focus on establishing a continuous awareness campaign through engaging with young males (and females) at school, where the 15-year old teenager and his (her) father of 35 years of age is actively engaged and share this knowledge and potential support for their families to overcome myths of cancer.

## The foundation's projects include:

### Education

- Cancer school programme to all South African schools for Gr 3 to 12  
The major goals throughout the programme are:
  - What can I do/or where can I find help if I'm diagnosed with cancer?
  - How can I support a family member or friend that is diagnosed with cancer?
  - What can I do in my community to educate and raise awareness?
- Educational stage play "Nuts about you" for high schools

Torsten Koehler  
CEO & Founder  
Mobile: +27 (0)76 499 3030  
talkballs@love-your-nuts.com

www.love-your-nuts.com  
Facebook.com/loveyournuts  
Twitter.com/loveyournuts  
Instagram.com/loveyournuts



- Talks at schools, corporates, sport clubs
- Donating the book “Love your Nuts – Testicular cancer touched my life” to the school library

### Awareness

- Events: Comrades, Two Oceans Marathon, Cape Town Cycle Tour, Amashova Cycle Race and other
  - Info stands
  - Water points
  - Runners/cyclists in branded LYN gear
- LYN own runs & mountain biking events.
  - Annual trail runs/mountain bike races on Cloof Wine Estate, Darling
  - Vale 2 View Cycle Race – 5 day/720km cycling trip from Edenvale, Johannesburg to Durban
- Nuts & Bolts Rally – a 4 days trip with old cars into the Karoo. The cars must be 30 years or older and shouldn't have cost more than R 30 000. This means some of them will break down. The rally simulates a cancer journey: it's a tough road, it goes up and down and if you break down you need buddy support to get you going again
- Merchandise for sale: Shirts (running & cycling), Speedos, Caps, Underwear, Bike Nuts, Book

### Support

- Emotional support for men diagnosed with testicular cancer
- Building a network of survivors nationwide/worldwide

### Website and social media

#### Follow us

Website: [www.love-your-nuts.com](http://www.love-your-nuts.com)

Facebook: [www.facebook.com/loveyournuts](https://www.facebook.com/loveyournuts)

Twitter: [www.twitter.com/LoveYourNuts](https://www.twitter.com/LoveYourNuts)

Instagram: [www.instagram.com/loveyournuts](https://www.instagram.com/loveyournuts)

### How can LYN promote your products and drive customers to your products and shops?

**Here are a few ideas and options for discussion – please feel free to contact us if you have any other ideas from your side where you see a possible partnership:**

#### LYN Goodie bag – a bag that can save a child's life

Content of the branded bag:

- Your advertising (eg. flyer, competition, samples, etc)
- LYN cap

Torsten Koehler  
CEO & Founder  
Mobile: +27 (0)76 499 3030  
talkballs@love-your-nuts.com

www.love-your-nuts.com  
Facebook.com/loveyournuts  
Twitter.com/loveyournuts  
Instagram.com/loveyournuts



- LYN stress ball – the students have to give this stress ball to their dads. A humorous way to reach the community through their connection to a school. One goodie bag is likely to reach more than 7 people.
- Information on cancer for men and women.

Currently 5 000 bags are needed for the Joburg-Durban Cycle Tour (August 2018), 500 for Cloof trail run and 10 000+ for schools.

### The Battle of the Balls

This campaign is in the development phase which we would like to explore with you.

Just a little bit of background. On my cancer birthday (23 August 1995 – the day to doctor told me that I will survive but need treatment) every year I invite friends for dinner and I always serve meatBALLS and butterNUT soup. Nuts are ingredients in my meatball recipe.

The idea is to start a meat/veggieBALLS competition on social media first, then a competition with the winners, etc. Rules for the competition could be that your product must be an ingredient or part of the competition. This will be easier to discuss at a meeting.

### Branded running and cycling gear

Running and cycling events are great places to raise awareness because of the amount of participants and exposure on social media. A Facebook post with LYN branded runners saved a life already. Read the story on our website under the success stories.

To be part of that impact on saving lives there are different options for your company:

- Co-branded gear that LYN can distribute to runners/cyclist and encourage them to raise funds.
- Co-branded team sponsored by your company.

### LYN educational App

If you are in the IT world and like to make a difference in the young generation's lives please contact us. An app needs to be developed that teaches students about health and early detection in a humorous and interactive way.

*Disclaimer: This letter/proposal, its contents and any attached files or images are intended solely for the addressee(s) and are confidential. If you received this email in error please inform us and then delete the email and destroy all copies of it. If you are not the intended recipient, any form of reproduction, dissemination, copying, modification, distribution and / or publication of, or any unauthorised action taken in relation to this message or its attachments is prohibited and may be unlawful. The Love Your Nuts Foundation does not accept responsibilities for any changes made to this email by unauthorised parties after it was sent.*

Torsten Koehler  
CEO & Founder  
Mobile: +27 (0)76 499 3030  
talkballs@love-your-nuts.com

www.love-your-nuts.com  
Facebook.com/loveyournuts  
Twitter.com/loveyournuts  
Instagram.com/loveyournuts

Trustees: T. Koehler · F.J. Visser · S. Koehler · M. Maritz (FNB Representative)  
NPO: 203-152 · PBO: 930061035 · Trust Reg. Num: IT002245/2017C

Got them? Love them. Check them!

