

KNOW ALL MARKS THE 4TH WORLD ALL DAY ON SEPTEMBER 20, 2025!

Tuesday 16 September, 2025

On September 20, 2025, the world will unite to mark World ALL Day and raise awareness of acute lymphoblastic leukemia (ALL). The World ALL Day 2025 campaign aims to:

- improve understanding of ALL: from early signs and symptoms and diagnosis, to treatment options, ancillary care, and survivorship
- provide support for patients with ALL and their caregivers, related to each stage of the patient journey
- unite the community to raise awareness of ALL, and empower patients by honoring their personal experiences.

For World ALL Day 2025, we will be asking individuals to take part in our “Looking up” interactive webpage! Our online resource is designed to help patients and caregivers discover more about ALL, including treatment, signs and symptoms, and clinical trials, through sharing patients’ stories at every stage.

Please help recommend the interactive webpage to others via word of mouth, email, or social media and use our printable journal documents to reflect on your personal journey with ALL. If you are short on time, you can show your support by sharing our World ALL Day 2025 graphics and resources on social media using the hashtag **#KnowALL** and **#WorldALLDay**.

To read more about World ALL Day 2025, visit <https://know-alleukemia.com/get-involved/world-all-day>

“As patients, survivors, caregivers, and advocates, we share a responsibility to ensure that everyone affected by acute lymphoblastic leukemia (ALL) has the opportunity to raise awareness and advocate for themselves. CancerCare is proud to collaborate with Know ALL, not only to raise awareness of ALL but also to launch a new interactive webpage. This resource is designed to support patients, caregivers, and families through every stage of the ALL journey: from diagnosis to survivorship. I’m looking forward to seeing how this tool is utilized and empowers the ALL community on World ALL Day.” **Christine Verini, CancerCare CEO**

“I like the concept of looking up and we’re all under the same sky.” **Sharon Cohan, Know ALL ambassador and Leukemia & Lymphoma Society Patient Advocate**

For more information on World ALL Day, please visit our website:
<https://know-alleukemia.com/get-involved/world-all-day>

If you have any questions, please do not hesitate to get in touch via our email or social channels.

About Know ALL

[Know ALL](#) is a global education and awareness initiative that provides patients and caregivers with the information, resources, and support they need to deal with ALL.

Our vision and mission

Know ALL aspires to facilitate and improve ALL knowledge worldwide and develop community-based initiatives to overcome current and future challenges. The mission of Know ALL is to drive awareness of ALL globally through community collaborations, while continuing to raise awareness of the resources and support currently available.

Know ALL has a dedicated and highly experienced global [ambassador group](#) who meet regularly to steer and guide the initiative. This ambassador group consists of patients and caregivers, patient advocates, healthcare professionals, and industry representatives. Their responsibility is to propose awareness initiatives, provide concepts for support and education resources, share their experiences and learnings from advocacy heritage, and endorse materials before circulation among the ALL community.

Related Sectors:

Media & Marketing :: Medical & Pharmaceutical ::

Related Keywords:

Acute Lymphoblastic Leukemia :: ALL :: Leukemia :: Blood Cancer :: World ALL Day :: Know ALL ::

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The Know ALL initiative is made possible through the support of our funders. Please see the footer of the Know ALL [website](#) for a list of the funders. All content is developed independently by SES in collaboration with our expert ambassador group; funders are allowed no influence on the content.

Know ALL is brought to you by [Scientific Education Support \(SES\)](#) in collaboration with [CancerCare](#). SES is a medical education provider that builds healthcare professional and patient networks that facilitate open-access, science-driven, unbiased disease education through multichannel communications. For more information, please visit: <https://scientificeducationsupport.com/>

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For more information on Know ALL, please visit: <https://know-alleukemia.com/>

For all press and media enquiries, please contact: SES_KnowALL@scientificeducationsupport.com

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