



Superhero Streamers® Fact Sheet

Key Messaging and Creator Talking Points

Audience: Content creators, streamers, community leaders, and moderators

Purpose: A simple guide to help you promote Superhero Streamers®, encourage sign-ups, and explain how streaming can drive real-world impact for cancer research.

What is Superhero Streamers®?

Superhero Streamers® is Game On Cancer®'s biggest creator campaign of the year, inviting streamers and content creators to fundraise for groundbreaking science done by real-life superheroes: cancer researchers.

When: 1 April to 31 May (you choose your stream schedule).

How: Sign up on Tiltify (fly solo or squad up with a team), grab the creator toolkit, then go live and invite your community to donate.

Who can join: Creators of every kind, across gaming, tabletop, tech, crafting, cooking, music, art, fashion, fitness and beyond can be a Superhero Streamer.

Call to action: Go live between April 1st and May 31st and fundraise via Tiltify to be a Superhero Streamer. Fly solo or squad up with a team of creators and fundraise together for game-changing cancer research.

Rewards: Earn rewards when you reach different fundraising milestones, including Game On Cancer® merch and many more exciting prizes from our awesome partners.

What your community's donations help fund

- Lab time and specialised expertise to test new ideas
- Equipment and tools needed to run experiments and analyse results
- Samples, reagents and data analysis that move early results forward
- The first proof-of-concept steps that can unlock larger grants later



Sample scripts for creators

Each creator has their own distinctive tone and voice; as such, they are encouraged to add their own flair to these, so long as the key message remains.

15-second script

"I'm joining Superhero Streamers® for Game On Cancer®. It's a charity streaming campaign where creators go live to help fund cancer research. Sign up, pick your stream date, and let's do this together."

"You don't need a cape to be a superhero. Sign up for **Superhero Streamers**, Game On Cancer's biggest creator campaign, and help power cancer research by backing the brains behind the breakthroughs. Go live anytime **1 April to 31 May**, fundraise via **Tiltify**, and earn rewards as you hit milestones. Join now."

30-second script

"Superhero Streamers is back. April to May, we're going live for Game On Cancer® to support groundbreaking cancer research. Sign up solo or squad up, pick your stream date, and let's do this together. Not streaming? You can still be part of it by watching, sharing, and donating when you're able. Let's make this Australia's biggest charity streaming campaign."

"You don't need a cape to be a superhero. **Superhero Streamers** is Game On Cancer's biggest creator campaign of the year, inviting creators of every kind to help fund real-life superheroes behind the scenes: cancer researchers. Pick your own schedule, go live anytime **1 April to 31 May**, and fundraise through **Tiltify**. Fly solo or squad up with a team, grab the creator toolkit, and invite your community to donate. Hit fundraising milestones to unlock **Game On Cancer merch** and more prizes from our awesome partners. **Sign up and let's create real-world impact together.**"

Language guide

Why we avoid "fight/battle" language: People experience cancer in different ways. We use inclusive, respectful language that focuses on support and progress through research, without implying anyone "wins" or "loses".

Recommended language



- You don't need a cape to be a superhero
- Make a game-changing difference
- Help power cancer research
- Support the next breakthrough idea
- Let's create real-world impact together
- Help fund real-life superheroes who are doing the hard work behind the scenes: cancer researchers.
- Backing the brains behind the breakthroughs.

Avoid

- 'Fight cancer' / 'battle cancer' style language
- Overly graphic or fear-based descriptions
- Medical advice or health claims

If you're sharing your own lived experience, use the words that feel right for you. This guide is for campaign-wide messaging to keep it welcoming for everyone.

Suggested social captions

- Sign-ups are open for **Superhero Streamers® 2026**. I'm going live between **1 April and 31 May** to help power cancer research by backing the brains behind the breakthroughs. Creators of every kind can join via Tiltify: <https://tiltify.com/cure-cancer-australia/superherostreamers>
- You don't need a cape to be a superhero. I'm taking part in **Superhero Streamers®** to help fund real-life superheroes behind the scenes: cancer researchers. Go live **1 April to 31 May** and join me on Tiltify: <https://tiltify.com/cure-cancer-australia/superherostreamers>
- Streaming (and creating) meets real-world impact. **Superhero Streamers®** is back and I'm in. Watch, donate, or sign up to go live **1 April to 31 May** via Tiltify: <https://tiltify.com/cure-cancer-australia/superherostreamers>
- Creators of every kind, this one's for you. Gaming, tabletop, art, crafting, music, tech, cooking, fitness and more, you can be a **Superhero Streamer®**. Pick your schedule **1 April to 31 May** and sign up on Tiltify: <https://tiltify.com/cure-cancer-australia/superherostreamers>
- Fly solo or squad up with a team. **Superhero Streamers®** runs **1 April to 31 May** and it's all about supporting the next breakthrough idea in cancer research. Sign up and grab the creator toolkit: <https://tiltify.com/cure-cancer-australia/superherostreamers>
- Perks for doing good: earn rewards as you hit fundraising milestones, including **Game On Cancer® merch** (and more prizes from awesome partners). Join **Superhero Streamers®**:



Creator FAQs

Do I need to be a big streamer? No. Any size community can make an impact, and Cure Cancer provides assets and support to make it easy.

What can I stream? Anything that fits your channel and community: gaming, tabletop, tech builds, cooking, crafting, art, music, fitness, or 'just chatting'. Keep it suitable for a broad audience.

How do donations work? Fundraising runs through Tiltify. Share your Tiltify link during your stream so viewers can donate securely.

Where does the money go? Your fundraising supports cancer research by helping emerging researchers test bold new ideas. It helps fund the practical costs that make research possible.

How do I get help? Reach out to Cure Cancer at gaming@curecancer.com.au for creator support and campaign questions.

About Game On Cancer®

Game On Cancer® is Cure Cancer's community-powered initiative that brings people together to help fund ground-breaking cancer research. It welcomes anyone who loves games, creativity and community, whether you stream, play console or PC, host tabletop nights, cosplay, run trivia, or organise a game night at your local neighbourhood. To date, the Game On Cancer® community has raised more than **\$2.4 million** to help accelerate research across ALL cancer types.

Cure Cancer is a movement of everyday people and researchers working side by side to push breakthroughs forward. Together, we fund the boldest thinkers, create the space for collaboration, and fuel the discoveries that change what's possible.

Driven by bold ambition, we ask: **What if we cure cancer? We know we can.**

The impact

- From the most devastating cancers to the rarest, Cure Cancer funds the brightest new research across all cancer types, aiming to give every patient more time, more options and more hope.



- The Game on Cancer® community has raised \$2.4 million to date, which can help fund more than 32,000 hours of research.
- That's roughly the equivalent of 24 seed grants for brilliant emerging researchers.

Key facts about cancer and research (Australia)

- Almost one in two Australians will be diagnosed with cancer by age 85.
- Today, about 7 in 10 Australians diagnosed with cancer are alive five years later.
- That's up from about 5 in 10 a few decades ago, showing what research can change over time.
- Cancer research improves prevention, earlier detection, diagnosis and treatment, and it helps turn new ideas into real-world care.

Key links and contacts

- Sign up (Tiltify): <https://tiltify.com/cure-cancer-australia/superherostreamers>
- Game On Cancer® hub: <https://gameoncancer.com.au>
- Resources: <https://curecancer.com.au/game-on-cancer/resources>
- Join our Discord community: <https://discord.gg/KKjwzNGEgd>
- Creator support: gaming@curecancer.com.au
- Cure Cancer: <https://www.curecancer.com.au>