



Thank you

By joining the Keepy-Uppy Challenge for the Bobby Moore Fund and taking on 100 keepy-uppies a day during the men's world cup this year, you're tackling bowel cancer.

Do it your way! You can do your keepy-uppies in one session, get the full 100 or just do as many as you can, do it every day or just on England match days – however you do it, you're powering progress.

Bobby Moore was just 51 years old when he died. Shortly after his death in 1993, Bobby's widow Stephanie Moore OBE set up the Bobby Moore Fund as a restricted fund of Cancer Research UK to raise money for pioneering bowel cancer research.

Since Bobby's death (in 1993), the generosity of our supporters has enabled us to raise over £30 million and mortality rates for bowel cancer have fallen by more than 30%.

But bowel cancer is still the second most common cause of cancer death in the UK. We need to continue our mission to tackle it, so people can live longer, better lives free from the fear of bowel cancer.

This challenge is not affiliated with or endorsed by FIFA, the FIFA World Cup 2026, or any national football federation.

[*cruk.org/stats](https://www.cruk.org/stats)