



Press Release:
10th September 2018

Outdoor against Cancer (OaC) now offering OaC-Memberships

Munich, 10th September 2018: The charitable organisation Outdoor against Cancer (OaC) is now offering memberships for individuals, as well as for companies, aiming at establishing an OaC-Network all over Europe.

During her own cancer therapy in 2015, Petra did not stop doing her regular outdoor exercise, and she quickly noticed an extremely positive effect on her recovery. It was out of this personal experience that Petra decided to develop the OaC concept, focussing on educating the public about the salutogenic effects of regular exercise and activities, preferably outdoors, to help prevent the development of cancer. In addition, OaC offers a choice of outdoor exercise classes for cancer patients, their families and friends for therapeutic support and post-treatment regeneration.

From its inception, OaC received a lot of attention, not only from within, but also from outside the outdoor and sports industry. The charity already cooperates with reputable and well-known [brands and companies](#), as well as with university hospitals (i.e. [breast cancer centre of the LMU Munich](#)) and health centres. In order to establish a team of specialised OaC Trainers, Petra Thaller developed the OaC-Certificate for experienced trainers together with the TUM (Technical University of Munich) Sport and Health for Life headed by Dr. Thorsten Schulz. The network of OaC trainers is growing rapidly, and, on 3rd/4th November, a region-wide OaC Trainer course is taking place in Berlin, in cooperation with [Sportaholix](#) and Personal Trainer [Tim Bertko](#). Petra Thaller herself, as well as Tim Bertko and OaC Trainer Saskia Rösch will lead this course.



In July 2016, the European Commission invited Petra Thaller to Brussels to speak during the workshop *“The Fight against Cancer Is a Team Sport: The Role of Education and Sports.”*

Munich-based media specialist and mountain sports enthusiast has managed to beat her own cancer illness through consistent and regular exercise in the great outdoors during her treatment. With her winning and approachable personality, she has inspired over thousands of people who follow her each and every step on social media channels (Facebook, LinkedIn & Instagram - you will find links at the end of this press release). Now, together with sports biologist Dr. Thorsten Schulz, she has put down her story and experience with outdoor exercise during cancer therapy into a book:

“Outdoor against Cancer: How outdoor activities and exercise help fight cancer. Quicker Recovery. More quality of life. Better prognoses.”

Already prior to the official publication of the book at the end of August, Petra’s book had thousands of pre-orders. The book will be available in English in 2019: hardcover as well as eBook.

Petra Thaller says: “For the past three years, we’ve been promoting Outdoor against Cancer, and our three pillars are clear: Prevention, support during therapy, post-therapy care. OaC wants to educate cancer patients and the general public about the importance of regular exercise and being active. According to a recent study (Robert-Koch-Institute RKI 2016), every second person will eventually develop a malignant tumour. However, a multitude of cancer cases can be avoided through regular exercise - in particular outdoors.



Therefore, we decided to establish an international network of outdoor sports and activity classes, we educate, we establish co-operations.

As a consequence, people from all over started asking us how they can help. This is why we now decided to offer the OaC-Membership. An individual can support our charity with a small contribution of €49 just as well as large companies who will be able to receive a broad visibility by signing up for an OaC-Premium or Exclusive Partnership. Keep moving. Moving together moves more people - cancer patients, as well as their families and friends.”

With the OaC-Membership...

- the OaC team will be supported in their mission to offer an extensive network of outdoor exercise classes all over Europe.
- you will make a significant contribution to sustainably increase the awareness of the health-promoting effects of outdoor exercise and activities for cancer patients.
- you will help immensely to make sure that outdoor activities will become a fixed part of cancer therapy.
- you will be able to use the OaC-Logo on your own website, thus strengthening the social engagement of your company, whilst giving OaC an additional platform for more visibility.
- your company name, in turn, will be linked with an independent and impartial communication through the OaC-platform.
- your brand logo will be shown on the OaC-subpage “Members”, and will be featured in our “new memberships news” in the OaC-Newsletter and on OaC-Social Media channels.

In addition to the OaC Membership, OaC are also offering customized Premium and Exclusive Partnerships for companies looking for a more long-term cooperation with a variety of different modules. These can be individually adapted according to the needs of the company.

For Premium- and Exclusive-Partnerships please contact:

Chrissy Dorn, Mobile: +49 (0)173 361 2219, Email: cd@outdooragainstcancer.com

About Petra Thaller:

Petra Thaller was born in the Bavarian megacity of Munich. Mountains, the great outdoors, people, life and visions are her great passion. When she was diagnosed with cancer in 2015, a lot of things changed in her life, but many things didn't. She continued to pursue her outdoor sports, and soon founded Outdoor against Cancer (OaC - a charitable organisation). OaC's vision is to bring back the importance of doing regular exercise into society. Exercise, Life and Nature belong together. This vision will be reached through education, creating more awareness, but - most importantly - by establishing a European network for cancer patients. However, the joy and fun during outdoor exercise is not only for cancer patients, it should be communicated to healthy people, too. OaC offers a variety of classes and supports private clients, as well as larger corporations, by creating individual classes and helping to implement these. Keep moving! The OaC motto #stayfitgethealthy was created during a morning run together with her daughter Sara.

www.petrathaller.de

About Outdoor against Cancer:

Outdoor against Cancer (OaC) was founded by Petra Thaller in 2015. A major goal of this charitable organization is to offer a preventive, therapy-supporting and post-therapy regenerative outdoor training concept for cancer patients, their families and their friends. Up to 30% of all cancer cases can be avoided by doing regular exercise, in particular outdoors. Therefore, OaC is focussing on the salutogenesis, which is about remaining healthy by promoting prevention of illnesses. An international network of OaC trainers is currently established. In addition, a health management system, “My Change - My Chance” has been developed for health centres, sports clubs, fitness studios and companies. Find out more about OaC here:

www.outdooragainstcancer.com



Social Media Channels:

Petra Thaller

[Petra Thaller Facebook](#)

[Petra Thaller Instagram](#)

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