



Gwasanaeth Gwaed Cymru
Welsh Blood Service

#AstonsArmy
wbs.wales/AstonsArmy

Aston's Story



In December 2024, shortly before his 16th birthday, Aston Bevington from Porthcawl, Bridgend was diagnosed with Acute Lymphoblastic Leukaemia, a rare type of cancer that affects the blood and bone marrow.

A promising young sportsman who is passionate about football and rugby, Aston was initially diagnosed with glandular fever, but his condition continued to deteriorate. He began to feel exhausted, nauseous and swelling spread to other parts of his body.

Further testing revealed Aston has a rare sub-type of Leukaemia. Due to the severity of the illness, it is likely he will need a stem cell transplant (also known as a bone marrow transplant) in order to fully recover.

To aid his recovery during his chemotherapy treatment, Aston has received blood and platelet transfusions.

Aston was due to finish his GCSE's this year and was hopeful of realising his dream of becoming a professional sportsman. We want to do everything we can to make sure Aston realises this dream. But we need your help!

Aston's family is calling on people to join the Welsh Blood Service's stem cell registry in the hope they may find a match for Aston and to help as many other people as possible who are battling with blood cancer.



[Click here to read the full story](#)

Contents



This pack includes everything you need to support #AstonsArmy, including...

Website and Email

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Tips

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The Goal



Share Aston's story
and help us fight blood cancer.

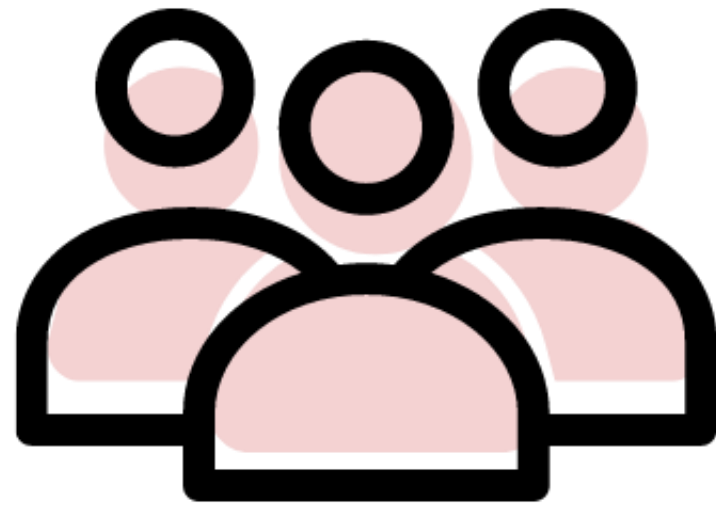
Direct your community to
wbs.wales/AstonsArmy

Key Facts

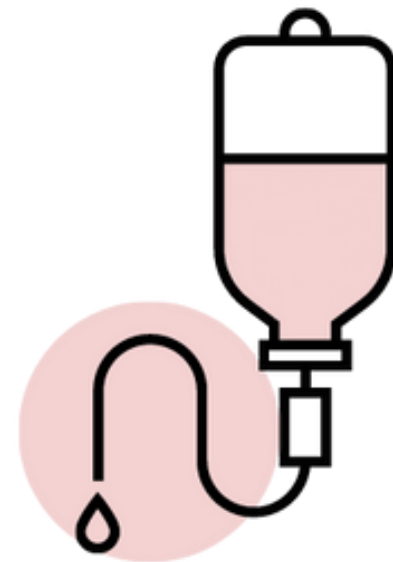


- ▶▶ 3 in 10 patients will not find a suitable stem cell donor 'match'.
- ▶▶ For patients from a black, Asian, mixed heritage or minority ethnic background this increases to 7 in 10 patients who won't find a suitable stem cell donor 'match'.
- ▶▶ Acute lymphoblastic leukaemia (ALL) is a type of blood cancer. It starts from white blood cells called lymphocytes in the bone marrow. The bone marrow is the soft inner part of the bones, where new blood cells are made.
- ▶▶ White blood cells are a part of your immune system, they protect your body from infection. The white blood cells circulate through your bloodstream and tissues to respond to injury or illness by attacking any unknown organisms that enter your body.
- ▶▶ There are roughly 250,000 people living with blood cancer in the UK. One in every 16 men and one in every 22 women will develop it at some point in their lives. It is the most common type of childhood cancer. Every year, more than 500 children aged under 15 are diagnosed with blood cancer.
- ▶▶ Every year in the UK, 2000 patients will require a stem cell transplant.

How your audience can help



Join Welsh Blood Service's
Bone Marrow Registry



Become a blood or
platelet donor



Spread the message
using the materials
in this pack

Website and email



Here, you will find some copy to let your community know that you're supporting Aston's Army via your website and email. Feel free to adapt the copy as appropriate.

[ORGANISATION NAME] is proud to join #AstonsArmy - the campaign to find a stem cell match for Aston Bevington, a 16-year-old boy from Porthcawl, Bridgend, who has been diagnosed with Leukaemia.

A promising young sportsman, who plays football for Pontardawe Town AFC and rugby for Porthcawl RFC, Aston fell ill shortly before his 16th birthday in December 2024. Initially diagnosed with glandular fever, his symptoms worsened and was soon told he has Acute Lymphoblastic Leukaemia.

Due to the severity of the illness, it is likely he will need a stem cell transplant (also known as a bone marrow transplant) in order to fully recover.

There are 40 million registered volunteers around the world, but many patients still cannot find a match.

To help improve the odds of patients finding a suitable match the Welsh Blood Service are campaigning to recruit 4,000 new volunteers to join their stem cell registry this year.

We are calling on the [ORGANISATION NAME] community to join #AstonsArmy, to join the Welsh Blood Service's stem cell registry if you are eligible, and to help spread this vital message.

There are two ways to join the Welsh Blood Service's stem cell registry, by requesting a swab kit online or whilst giving blood.

To support or sign up, visit wbs.wales/AstonsArmy

#AstonsArmy

Social media



We've created some template social media posts to make it easy for you to support #AstonsArmy on your channels and encourage your followers to get involved.

Join #AstonsArmy!

[ORGANISATION NAME] is proud to have joined the fight against blood cancer to help 16-year-old leukaemia patient Aston Bevington and others diagnosed with blood cancer.

If you're eligible, please join the Welsh Blood Service's stem cell registry!

Find out more: wbs.wales/AstonsArmy

We're supporting #AstonsArmy to help 16-year-old Aston Bevington who needs a stem cell transplant.

Find out how you can help here:
wbs.wales/AstonsArmy

Don't forget to use the hashtag #AstonsArmy and link wbs.wales/AstonsArmy when sharing any posts related to the campaign

@welshblood / @gwaedcymru (X)
@welshbloodservice / @gwaedcymru (Instagram)

Social media assets



We've created some graphics for each of the main social media platforms for you to use to support the campaign.

**Join #AstonsArmy
in the fight against
blood cancer.**

You could be a potential lifesaver
Find out more at
www.wbs.wales/AstonsArmy



X

**Join #AstonsArmy
in the fight
against blood
cancer.**

You could be a
potential lifesaver.
Find out more at -
www.wbs.wales/AstonsArmy



Facebook

**Join #AstonsArmy
in the fight
against blood
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You could be a
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Find out more at -
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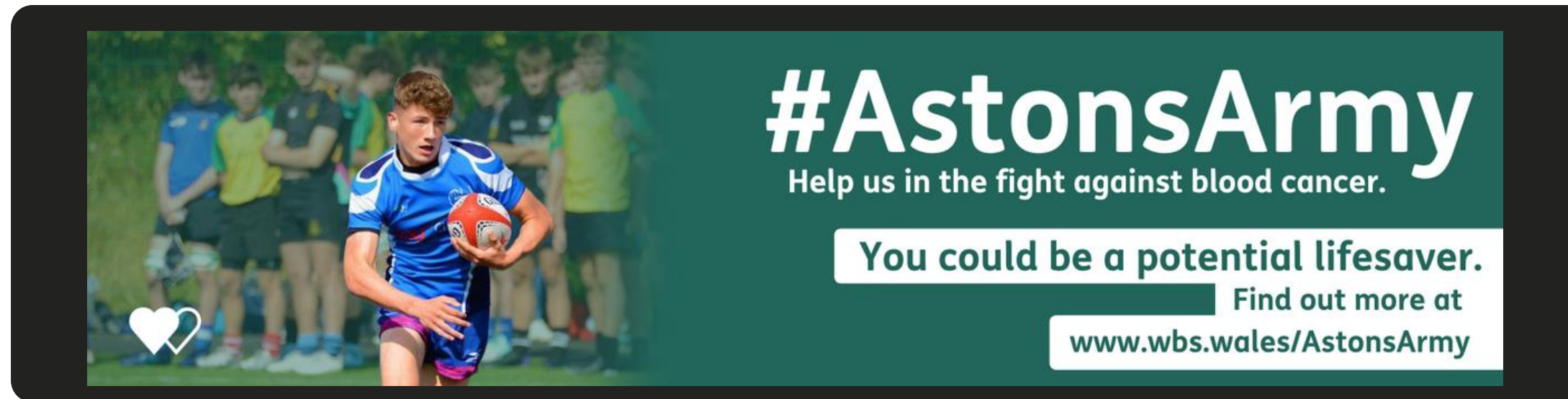


Instagram

Social media assets



Please consider using these banners as your profile's header image.



Twitter Banner



Facebook Cover Photo

Social media tips

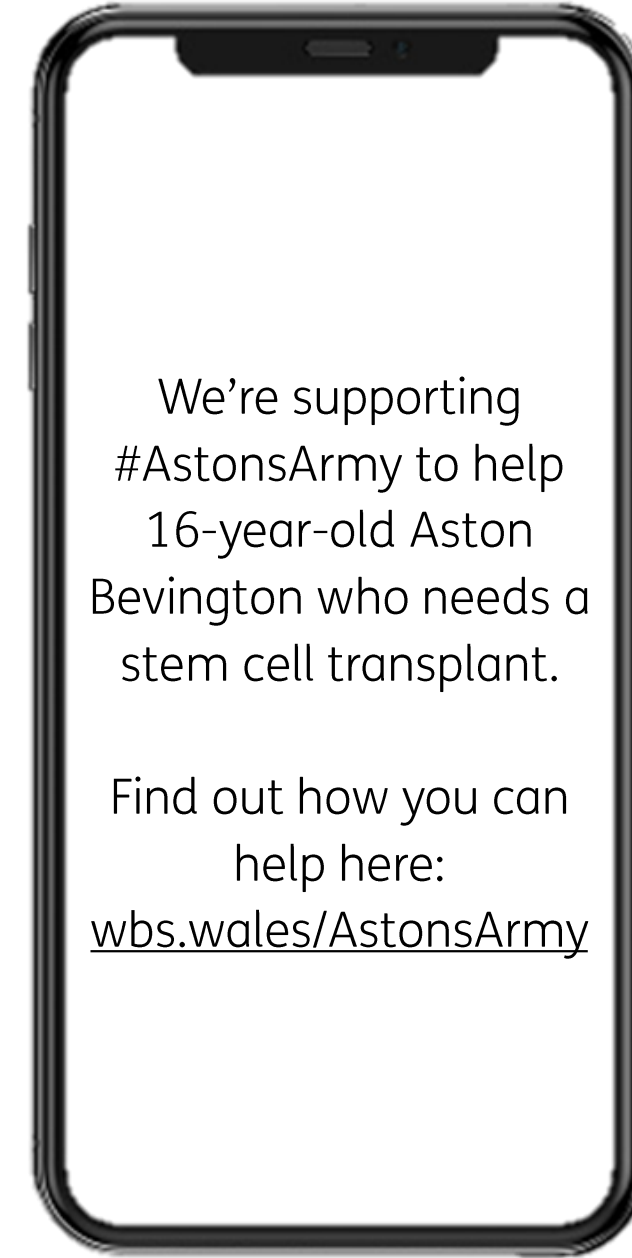
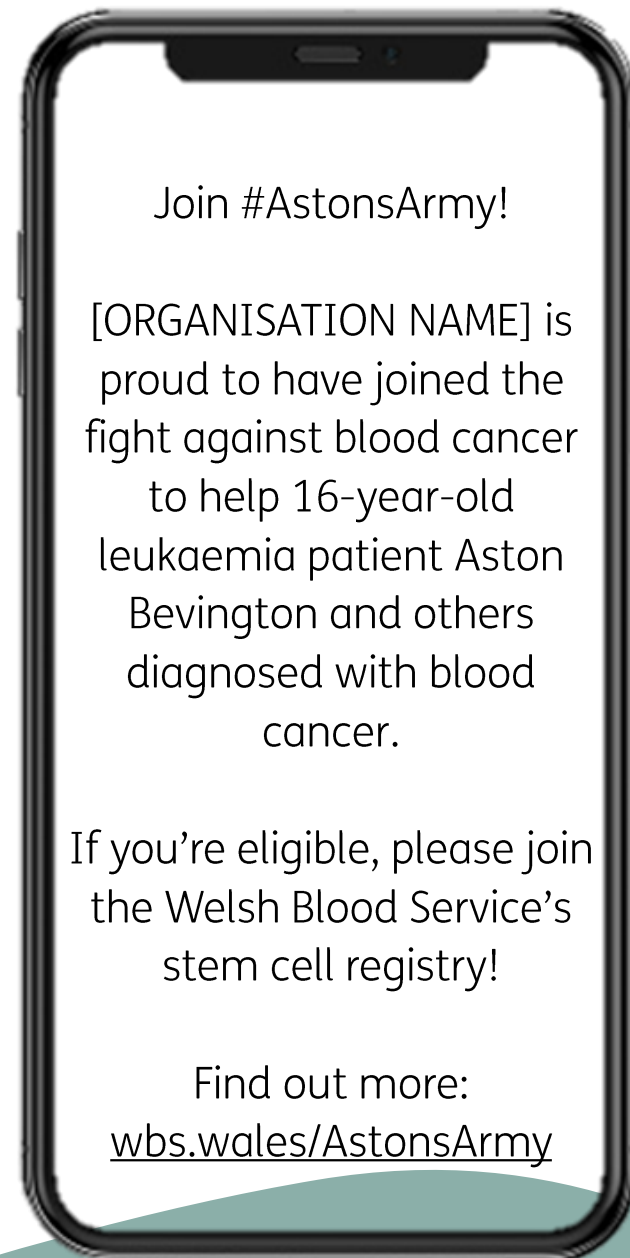


- ▶▶ Don't forget to use the hashtag #AstonsArmy and link wbs.wales/AstonsArmy when sharing any posts related to the campaign
- ▶▶ Repost and share Welsh Blood Service content
- ▶▶ If publishing your own content, be sure to tag us so that we can support @welshblood / @gwaedcymru (X), @welshbloodservice / @gwaedcymru (Instagram)
- ▶▶ Please direct your community to our campaign webpage wbs.wales/AstonsArmy
- ▶▶ Be active on your account – if you get responses from people asking questions, use the information in this pack to answer, or direct them to the Welsh Blood Service

Messaging



If you have a list of fans, staff, volunteers or a community signed up to text messages, or in a group chat, you could use these suggested messages to let them know about #AstonsArmy.



Physical assets



We've created some posters and leaflets for you to print and put up around your premises.

A4 POSTER



A5 LEAFLET





Diolch

#AstonsArmy
wbs.wales/AstonsArmy

If you have any questions regarding this toolkit
please get in touch with wbs.communications@wales.nhs.uk