



MEDIA ALERT
Tuesday 26th April

Double Donation Day - Wednesday 27 April

On Wednesday, 27 April, it's Double Donation Day, **Kidney Health Australia's largest individual giving fundraiser** – a 24-hour opportunity for all donations to be doubled and to make twice the impact. The target this year is \$180,000.

When people are diagnosed with kidney disease their life changes in an instant. Kidney disease can affect anyone at any stage of life. It's a life-long disease, as there is no cure.

Donations will go to funding life changing support services to those affected by kidney disease, such as families like Emmy's.

Emmy was diagnosed with kidney failure at 36 years old. Life changed in an instant.

"My kidney's functioned as one from the day I was born. When I was 36, I was diagnosed with kidney failure and started dialysis. I had two young babies and was now strapped to a machine for 5 hours a day, three times a week to stay alive" Emmy

Emmy knows firsthand the importance of accessing trusted advice and support services like the Kidney Helpline and Resource Hub. After two years on dialysis, she received a life-changing call and her life changed in an instant – this time for the better. Emmy received a kidney transplant.

Photo opportunity:

Kidney Health Australia will have a stall at the **South Melbourne Markets** to help spread the message and fundraise. Kidney Health Australia employees will be staffing all day as well as our **costume mascot 'Billy the Kidney'**.

Please reach out if you would like the opportunity to come down to the markets to take photos and interview our spokespeople.

Spokespeople:

Chris Forbes, CEO, Kidney Health Australia

Claire Baxter, Head of Fundraising, Kidney Health Australia

Key Stats:

- Kidneys are essential to a person's health and wellbeing. They clean your blood of waste and toxins (through urine), remove excess fluid, regulate your blood pressure, provide a signal to make red blood cells, and manage the production of Vitamin D – essential to strong bones, muscles and overall health
- People can lose 90 per cent of kidney function without experiencing any symptoms
- Kidney-related disease kills more people than breast cancer, prostate cancer and road accidents
- Figures released by the Bureau of Statistics late last year revealed that about 63 people are dying with kidney-related disease every day
- Of the staggering total of 1.7 million people affected by kidney disease, 1.5 million are not aware they have it
- Chronic kidney disease costs the economy more than \$5 billion per year



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About Kidney Health Australia

Kidney Health Australia is a not-for-profit and the peak body for kidney health in Australia with the aim to protect 5 million at risk Australians from developing end stage kidney disease, and to save and improve the lives of people already affected by the disease through support services and funding crucial research. To find out more visit www.kidney.org.au

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