



**MEDIA RELEASE**

**Monday 1 September 2008**

**ASTHMA WELCOMES ONE OF THE BEST IN THE BUSINESS**

The Asthma Foundation of WA is delighted to announce the appointment of **Leanne Preston** as the incoming President of the Board of the Asthma Foundation of WA.

In addition to her personal interest and experience with asthma, Leanne has demonstrated significant leadership and management acumen in developing her business from the ground up. As the 2007 Telstra Business Woman of the Year and Founder and CEO of Wild Child Products, Leanne has proven that she has the business prowess that will greatly benefit the work and growth of the Asthma Foundation of WA.

Leanne Preston commences in her role as President of the Board following the resignation of the previous President Mr Cameron Schwab, the former CEO of the Fremantle Football Club.

CEO of the Asthma Foundation of WA, Mr John Gummer says, "Everyone involved with the Asthma Foundation of WA is thrilled in welcoming Leanne to the team. Leanne has a personal understanding of the seriousness of asthma and the need for extensive, ongoing asthma education and research in Western Australia. Leanne's commercial experience and demonstrated values will be real assets to the Foundation."

Leanne Preston created Australia's first non-toxic, natural head lice treatment in 1997 after discovering that there was no natural alternative for treating her daughter's hair lice. What followed was the creation and rise of Wild Child Products. From humble beginnings in Leanne's Margaret River farm-shed, Wild Child now markets products across the US, Europe and Britain.

Leanne Preston has joined the Asthma Foundation of WA just in time for Asthma Week 2008 (1-7 September). During the national asthma awareness week this year, the Foundation aims to reach the 220 000+ Western Australians living with asthma through a range of free asthma education sessions scheduled throughout Perth.

"With asthma affecting 1 in 9 adults and 1 in 6 children in Western Australia; it is hoped that, during Asthma Week, the community will access the range of free services being offered to teach people about asthma management, the correct way to use asthma medication and how to save someone's life in the event of an asthma attack", Mr Gummer said.

The Asthma Foundation's Asthma Week Donations Appeal is now underway and the community is encouraged to dig deep to support the vital work of the Asthma Foundation in providing educational services and funding medical research. To make a donation or for more information about the Asthma Foundation of WA and the services for the community, please visit [www.asthmawa.org.au](http://www.asthmawa.org.au)

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**Please see the photo of Leanne Preston attached. Feel free to contact the Media Contact if you are interested in scheduling interviews, or photos.**