



Tuesday 11 August 2009

MEDIA RELEASE

HELP ASTHMA ON THE STREETS

National Asthma Week (1 – 7 September) is fast approaching and the Asthma Foundation of WA is seeking volunteers from workplaces, sporting groups and local areas to help “*shake the tin*” in the Perth CBD on Friday 4 September, to raise money for asthma services.

Asthma Week is the national week for promoting asthma awareness, education and self management. A range of education and support activities will be held throughout the State to raise awareness of this condition and to assist the more than 225,000 Western Australians living with asthma.

A vital part of Asthma Week is creating a platform for awareness and fundraising in the community. Volunteer support is critical and the Foundation is seeking help for the annual Street Appeal in the Perth CBD, between 8am – 5pm on Friday 4 September.

CEO of the Asthma Foundation, John Gummer said, “The Asthma Foundation of WA receives outstanding support from the community each year and we hope that this year is no exception. Given the current economic climate, we urge the community to consider supporting our work by donating a couple of hours of their time. We also hope that the Perth business district will give generously to the Asthma Week Street Appeal”.

Free asthma education will be offered throughout Perth during Asthma Week. Asthma Educators are encouraging the community to access the Asthma Foundation of WA website, or offices, to find out where to find the special Asthma Week activities.

“With asthma impacting at least 1 in 10 adults and 1 in 9 children in Western Australia, we urge the community to access the range of free services being offered throughout Asthma Week. The services are there 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 Week Street Appeal is a vital fundraiser for the work of the Asthma Foundation. Support from the community assists with funding asthma medical research and asthma services in Western Australia.

To register interest, or for more information about volunteering, or hosting fundraising events, please email volunteers@asthmawa.org.au, or phone 9289 3656. For more information on the free asthma education scheduled during Asthma Week, please visit www.asthmawa.org.au, or phone 9289 3600.

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Media interviews and photographs are available with John Gummer and the Asthma Educators from the Asthma Foundation of WA.

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For interviews regarding Asthma Week activities and families impacted by asthma, please liaise with the Media Contact on the details above.