



MEDIA RELEASE

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TAKING HER CHILD'S ASTHMA IN TO HER OWN HANDS

For people living with asthma a number of triggers can set off an asthma attack including colds and flu, allergies, exercise and chemicals. Sadly for a child or a young person identifying these triggers is not always easy and they rely heavily on their parents, teachers, sporting coaches, friends and any other guardians to control these. For Barb de Corti identifying her son's triggers and subsequent symptoms were imperative for preventing his asthma attacks.

During a trip overseas Barb was introduced to a range of microfibre household cleaning gloves. Barb instantly saw the advantage that this product would have in creating a safer, chemical-free way to clean within her home and a way that would benefit her son's health. Barb quickly saw the potential for this product for the large proportion of people living with asthma in Australia.

In 1994 Barb's approach to target one of her son's asthma triggers evolved in to a multi-million dollar business venture when Barb brought ENJO to Australia.

Barb de Corti, the Founder and CEO of ENJO Australia will join Cameron Schwab, the CEO of the Fremantle Football Club and Leanne Preston the Founder and CEO of Wild Child who created non-toxic, natural alternatives to personal care products with similar family-driven motivations, to talk about community partnerships and their respective business endeavours at the Asthma Foundation's Community Partnerships Breakfast on 12th June at the Government House Ballroom.

Individuals and companies are invited to book a table, half table or one seat to join the speakers at the breakfast to be held in the magnificent Government House Ballroom as they present about their experiences within their various industries and relationships with asthma, with all proceeds supporting the Asthma Foundation in their work within the community.

Asthma affects 1 in 6 children under the age of 15 and is the leading cause of hospital admissions in children under 12. The main symptoms of asthma are wheezing, coughing, shortness of breath and tightness in the chest; once someone has asthma their symptoms can be set off or made worse by triggers. Triggers can include colds and flu cigarette smoke, exercise, inhaled allergens, changing temperatures and strong smells and chemicals. It is imperative to identify and minimise exposure to these triggers if you or a family member lives with asthma.

Tickets for the Foundation's Community Partnership's Breakfast from 7:15am-9am on Thursday 12th June at the Government House Ballroom include a fully catered breakfast and drinks and can be purchased for \$700 for a table of ten, \$375 for a half table of 5 and \$80 for individual tickets. Tickets can be purchased through Mark Hullett at the Foundation on 9289 3670 or mobile 0401 440 126.

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.

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