



## **MEDIA RELEASE**

Wednesday 7<sup>th</sup> May 2008

### **TAKING ASTHMA IN TO THEIR OWN HANDS**

Cameron Schwab from the Fremantle Football Club, ENJO's Chief Executive Officer Barb de Corti and the 2007 Telstra Business Woman of the Year, Wild Child's Head Leanne Preston all share many powerful attributes – they're highly successful and respected business people, their lives are all impacted by asthma and all three are presenting at the Asthma Foundation's next Community Partnerships Breakfast on 12<sup>th</sup> June 2008 at the magnificent Government House Ballroom.

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 and during a trip overseas Barb was introduced to a range of microfibre household cleaning gloves. Barb instantly saw the potential that these products would have in creating a safer, chemical-free way to clean within her home and a way that would benefit her son's health. From 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.

Leanne Preston, Founder and CEO of Wild Child who created Australia's first non-toxic, natural head lice treatment, had similar family-driven motivations for her business. Leanne will join co-speakers Cameron Schwab, the Asthma Foundation President, and Barb de Corti to talk about community partnerships and the driving force behind their respective business endeavours at the upcoming Breakfast.

Interested parties are invited to book a table to join the speakers at the breakfast to be held in the magnificent Government House Ballroom as they speak 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 flues, cigarette smoke, exercise, inhaled allergens, changing temperatures and strong smells and chemicals. It is imperative to understand and control these triggers if you or a family member lives with asthma.

Tickets for the Foundation's Community Partnership's Breakfast from 7:15am-9:00am on Thursday 12<sup>th</sup> June at the Government House Ballroom include a fully catered breakfast and can be purchased for \$700 for a table of ten or \$375 for a half table of five. 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](http://www.asthmawa.org.au).

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