

MEDIA RELEASE

Huntington's NSW launches Walk 4 Hope with SBS partnership

- SBS to screen two advertisements for 12 months to raise awareness of Huntington's Disease
- Walk 4 Hope, 27 September 2015 (Parramatta, Lake Macquarie and Canberra)
- Media photo opportunity, The Station, Bowman Street, Pyrmont, 17 September 2015, 7pm
Kumar Pereria, former MasterChef and Ben Weir Film Producer

Huntington's NSW – which supports families of people with this rare genetic disease – has entered into a ground breaking 12-month media partnership with SBS to raise awareness of the disease. It coincides with the launch of the **Walk 4 Hope** at Parramatta Park on 27 September, which rounds off the national Huntington's Awareness month.

The launch of the Walk 4 Hope will be supported by two advertisements scheduled to run on SBS for 12 months.

Robyn Kapp, executive officer Huntington's NSW, said: "I am overwhelmed by the generosity of all the people involved in the making of the ads and the fantastic opportunity given by the SBS Foundation to promote the work that we do with the families affected by Huntington's disease.

"Never in the 40 years that my family and I have been involved have we had anything like this happen before and we intend to make the most of the SBS partnership. Unfortunately, unless Huntington's disease affects your family little is known about it and I know these ads will create much interest."

The Walk 4 Hope will help Huntington's NSW reach out to more families who are often isolated by the disease, and will focus fundraising efforts on a program for young people who face their own unique challenges. Walk 4 Hope is in three locations this year – Parramatta, Lake Macquarie and Canberra.

Saturday 19 September at Speers Point, Lake Macquarie

Saturday 26 September at Rond Terrace at Lake Burley Griffin, Canberra

Sunday 27 September at Parramatta Park, Parramatta

Join the Walk 4 Hope and be seen wearing pink and green.

For further information on how to register for Walk 4 Hope call 02 9874 9777 or visit the website <http://www.huntingtonsnsw.org.au/walk4hope>

- Huntington's disease is a genetic, neurological disorder
- It affects speech, swallowing, movement, personality and cognitive dysfunction
- There is no known cure for Huntington's disease
- Each child of a parent with Huntington's disease has a 50% chance of inheriting the disease

Photos available on request taken with Kumar Pereira of Master Chef and Filmmaker Ben Weir
For more information visit: www.huntingtonsnsw.org.au

For further media information please contact –
Pauline Keyvar on 0409 363 987 or email paulinekeyvar@fams.net.au



Visit 21 Chatham Road, West Ryde 2114
Mail PO Box 178, West Ryde 1685

Tel 02 9874 9777 • **Fax** 02 9874 9177
Web www.huntingtonsnsw.org.au
Email info@huntingtonsnsw.org.au
ABN 54 571 730 306