



June 21, 2016

Media Statement

### **DIABETES FUNDING GROUP MAKES TV & RADIO DEBUT**

WA's peak diabetes research funding group has officially launched its new regular giving campaign, Be Extraordinary.Give Regularly, with TV and radio ads rolling out across regional Western Australia in June and July ahead of National Diabetes Week 2016.

In its 40<sup>th</sup> anniversary year, Diabetes Research WA has set its sights on building its base of donors who commit to making regular donations and believes the Be Extraordinary.Give Regularly message will inspire new and existing supporters.

Diabetes Research WA executive director Sherl Westlund said the initiative aimed to create certainty of funding for the organisation and the scientists it supports with its annual grants program.

"Our Be Extraordinary.Give Regularly campaign recognises that people want to give because they want to make a difference and they feel good about giving back but not everyone wants to or can be part of a large walk or bike ride or buy an expensive auction item," she said.

"The message is straightforward – that regular giving is a very simple way to give, that small amounts of money each month add up, and that it's an extraordinary way to help change lives."

The campaign concept was created by the organisation itself, the ad was produced by Perth Video Productions and features music by a local singer/songwriter.

Ms Westlund said while WA was facing some economic uncertainty, which was affecting many local charities, Diabetes Research WA's local focus and longevity were a source of strength.

"The funds we raise stay in Western Australia and support local researchers and we've been around for 40 years so the feedback we often hear from donors is that they really like that their money is creating jobs as well as helping improve the lives of those with diabetes," she said.

Watch the Be Extraordinary.Give Regularly TV ad here:

<https://www.youtube.com/watch?v=iEGYC-j7XUM>

Further information: [www.diabetesresearchwa.com.au](http://www.diabetesresearchwa.com.au), (08) 9224 1006.

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