

October, 2014

Media Statement

JOLIMONT BUSINESSWOMAN WANTS TO NAIL IT

Jolimont resident Erica Smyth – who has had type 1 diabetes since the age of 22 – wants western suburbs residents to help WA researchers tie down and nail the condition this World Diabetes Day (Friday November 14).

After her diagnosis 40 years ago, Erica made it her mission to play a part in understanding the disease and has been Chair of the board of Perth-based charity Diabetes Research WA since 2007. She chose this not-for-profit because of its support for Western Australian based researchers investigating all types of diabetes and its complications.

“Globally World Diabetes Day is symbolized by a blue circle logo. We wanted something everyone could do on this day so we’re asking people to paint their nails blue or wear one of our exclusive Diabetes Research WA blue hummingbird ties. Our ‘Let’s Tie It Down & Nail It’ campaign is a way of driving awareness of the quality research being done in diabetes here in WA. I see our research as providing hope to so many people” explained Erica “and we hope this will encourage people to donate to our research”.

“With 3.6 million Australians affected by diabetes or pre-diabetes and the cost to the economy now at \$6 billion a year, it’s paramount we keep funding research that can turn these statistics around” she said.

Ahead of World Diabetes Day, Diabetes Research WA is also presenting the public seminar, “10 Years Of Discovery: Changing the Future.”

The seminar will give an insight into the globally-significant breakthroughs made over the past decade by The Centre for Diabetes Research, Western Australia’s dedicated diabetes research program headed by renowned Professor Grant Morahan of the Harry Perkins Institute for Medical Research.

Diabetes Research WA, based at Royal Perth Hospital is the State’s longest running diabetes research funding group.

To support the campaign you can buy a complete ‘Tie It Down & Nail It’ office pack (inc tie) for \$50, basic \$25 ‘Nail It’ office pack, purchase a Diabetes Research WA hummingbird tie or make a donation. Please visit diabetesresearchwa.com.au or call (08) 9224 1006 for more information

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