

Red Undies Week 2011

KIDNEY HEALTH AUSTRALIA

RED UNDIES WEEK MAY 22ND – MAY 28TH

Wednesday 18th June



A new national campaign to raise awareness about Kidney Health launches next week with a galaxy of stars stripping down to their red knickers to support the cause!

Celebrities including Sophie Falkiner, Tyler Atkins, Laura Dundovic, Mike Goldman, Conrad Coleby, Bianca Dye, Jessica Moloney, Nacho Pop and ex-politician Kerry Chikarovski all donated their time and image to the cause, in a shoot with celebrity photographer Benn Jae.

Besides being great fun and a tad saucy, the aim is to help raise some decent exposure for kidney health, a cause that - like your favourite pair of Red Undies - doesn't get the exposure it deserves!

With 53 Australians dying every day from Kidney related complications, the epidemic has reached crisis point in the Australian public, and the outpouring of support hopes to help reverse the shocking trend, inform the public about prevention (a simple urine test at your doctors) and turn kidney health into a topic that people must talk about.

For some of the stars, like Tyler Atkins, an international model and devoted surfer, the cause hits very close to home. Tyler is uniquely qualified as an ambassador for Red Undies Week, currently dealing with his own kidney related issue. It underlines the ability of the disease to strike all ages.

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EXPOSURE!**

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“You don’t need to be over 50 or drink alcohol to have damaged kidneys, often it’s just the luck of the draw,” said Jessica Maloney (former Australia’s Next Top Model contestant), drawing from her diagnosis of kidney disease, and that of her sister Sarah. “It didn’t mean much to her at the time but later on it was very serious and meant spending time on dialysis while waiting for a kidney transplant.”

“I’ve had friends who’ve been lucky enough to have kidney transplants and lived to see their children grow up, and other young mates who are coping with kidney problems as we speak,” said Kerry Chikarovski, former politician, business woman and now healthcare entrepreneur. Luckily, red undies are also family friendly, and anyone can wear them - Kerry even saying she used to wear them in parliament — under her very conservative suits, of course!

More of the exciting shots are to be available on the website, and the campaign encourages people to download the free iPhone Application and enter their own cheeky red undies photos to win some fantastic prizes, and bid for signed (unwashed!) underwear worn by the stars on the shoot.

For more information, to arrange an interview or to obtain photos from the shoot, contact Sean Beven on 0400 753 475 or email sean@mwcmmedia.com.au



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