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Media Release



It's time for New Zealand to smile!

This year's Cure Kids' Red Nose Day will give Kiwi's something to smile about, the much-loved national fundraiser is bigger than ever before. 15 July, this year Red Nose Day will add much-needed colour and fun to our mid-winter days while making a life saving difference for kiwi kids.

For 2011 the Cure Kids team have again refreshed the original chart-topping song "You Make the Whole World Smile" - this time recording it with Bayfield School's talented 7-year old, Izzy Christie, choir and ukulele orchestra; embraced social media and launched an i-phone "red-nose yourself" application; made 'locally grown' red noses available for the trucking industry; challenged New Zealand schools and Auckland's kindergartens to a nation-wide competition; recruited new partners and made what is sure to be an iconic music video with some of New Zealand's most loved celebrities.

"Red Nose Day is a time for Kiwis young or old, north or south, to down tools, to be creative, embrace our unique culture and be silly...all for a serious cause", says Cure Kids Business Development Director, Josie Spillane. "This year we have so many ways New Zealanders can get involved and make a difference to the future health of our children. You can get involved by making a minimum \$2 donation for your little red nose or by putting a red nose on your car; by buying a packet of New Zealander's favorite Jaffa's or a winning ticket in the "Great New Zealand Jaffa Race"; enjoying a cup of Columbus Coffee; or by downloading the New Zealand Red Nose Day iPhone App or this year's distinctive version of 'You Make the Whole World Smile'."

In 2011 red noses, car noses and more are available at Paper Plus Group stores, Z Energy stations, Briscoes Group and Pumpkin Patch stores.

Peugeot owners nation-wide will find a red car nose is "all part of the service" whilst hundreds of trucks will be sporting red noses - look out for Fonterra tankers, Toll Holdings and DHL Global trucks to name but a few.

"The Red Nose Day family of sponsors have come together to do what they can to help make a life saving difference to kiwi kids – and they have all come up some with fantastic innovative ways for the public to get involved with Red Nose Day – I suggest you head along to your local branch and check out how they are getting silly for Red Nose Day." Cure Kids Business development Director Josie Spillane.

Cure Kids' Red Nose Day is a "fun" national campaign that celebrates local communities, embraces the light-hearted Kiwi culture, and supports children across New Zealand. A simple

idea created over two decades ago, the campaign encourages everyone to let go, laugh, and be silly...all for a serious cause. Funds raised through Cure Kids Red Nose Day will be invested in vital medical research into childhood illnesses.

One child who will benefit from the work that Cure Kids funds is Sophie Newbold. Sophie lives with a rare disease called CFC syndrome, which affects her heart, bones and growth and Cure Kids is funding Professor Swee Tan, who is a leading reconstructive surgeon who was able to dramatically improve Sophie's quality of life when he removed several growths from Sophie's body.

"Swee is just the best – I love him. I can now wear a bikini like all the other kids", Sophie Newbold
Cure Kids Ambassador.

To find out more about how you can get involved in Red Nose Day activities or to find out more about Cure Kids please visit www.curekids.org.nz

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About Cure Kids

Cure Kids was established over 35 years ago to address the lack of research into life-threatening childhood illnesses in New Zealand. During that time we have invested over \$26 million in vital medical research. This research has helped save many young lives and improved the quality of life for thousands of children.

Over the years Cure Kids has funded research advancements in diseases such as childhood Leukaemia, Long QT Syndrome, Cystic Fibrosis, cot death (SIDS), genetic research, and severe asthma. Today, Cure Kids are more committed than ever to help find answers to these and other cruel, life-threatening illnesses that devastate the lives of young children and their families.

Cure Kids Mission: To improve the health of children through research and its outcomes

Cure Kids Vision: To be a credible international funder of children's health to find cures for kids