



Wednesday 1 July 2020

ALLPROOF INDUSTRIES SUPPORTS STROKE SURVIVORS

Beach Haven based Allproof Industries, is supporting stroke survivors by getting behind the Stroke Foundation's Beanie Up campaign this year and have bought beanies for all staff members.

Beanie Up 2020 launched on 1 June to raise vital funds for the Stroke Foundation's Community Stroke Advisor service, which supports thousands of stroke survivors, their families, and carers across the country. It's also an opportunity to raise important awareness about what a stroke is – a brain attack. This year there are four fantastic beanie styles to choose from including blue and grey beanies for just \$10, and limited-edition pom-pom and kids' pom-pom beanies available for only \$20.

Allproof Industries is family owned manufacturing and distribution company. Jacinta Robertson told us: "Our mother had a stroke three years ago and it has had a major impact on her life as well as the whole family. My brother Adam saw the advertisement in the paper and it was his idea to get beanies and support those who have been affected by stroke. We bought beanies for all our staff and some of the kids' beanies too. We have staff based in Wellington, Hamilton and Christchurch as well as staff in Australia, so we'll be sending them there too! This is an incredibly valuable initiative – we understand the importance of having that support after a family member has had a stroke."

Robbie Ross, Marketing and Fundraising Manager at the Stroke Foundation says: "The campaign has been a great success so far and we're pleased to see so many New Zealanders across the country get behind the campaign. I want to thank Jacinta and her team for supporting us. We rely on the generosity of New Zealanders to operate our critical services and we're extremely grateful to those who have purchased beanies this year."

New Zealanders across the country can purchase beanies online at beanieup.co.nz until 31 August 2020.

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Media enquiries:

Stroke Foundation of New Zealand

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About the Stroke Foundation of New Zealand

The Stroke Foundation is the only national charity in New Zealand focused on the prevention of and recovery from stroke. For 40 years we have actively promoted ways to avoid stroke and dedicated ourselves to working closely with stroke survivors across the country. The generosity of New Zealanders enables us to help thousands of stroke survivors every year; providing them with critical services to ensure the best possible outcomes - not just for themselves, but also their family/whānau

and carers too. Three quarters of strokes are preventable, so we will continue our vital awareness campaigns and health promotion programmes - saving thousands of lives. To find out more about the important work the Stroke Foundation does go to www.stroke.org.nz

About Community Stroke Advisors (CSAs)

Our Community Stroke Advisors (CSAs) are professional advisors for stroke survivors and family/whānau members or carers living in the community. CSAs discuss and develop a plan to meet a survivor's needs. They provide support, information and advice to build knowledge and skills; liaise with stroke clubs, community and recreational groups; and network in the community to ensure a stroke survivor's family and carers are getting the right services. Everyone is affected by stroke differently and so the job is very varied. CSAs provide everything from education, goal setting and advocacy, to encouragement, empowerment and emotional support.