

Thursday 28 May 2020

## BEANIE UP IS BACK!

*New Zealanders 'beanie up' to support those who have been affected by stroke*



Beanie Up is back and the Stroke Foundation of New Zealand is encouraging Kiwis to 'beanie up' again this winter to support the Foundation's critical services. Last year's campaign was a great success and provided vital funds to support thousands of stroke survivors, their families, and carers across the country. It was also an opportunity to raise important awareness about what a stroke is – a brain attack. With four fantastic beanies including three new styles to choose, priced from just \$10, New Zealanders can grab a beanie online from 1 June 2020.

Last year the Stroke Foundation raised over \$50,000 through Beanie Up. In addition to last year's grey beanie, there are now three new beanie styles to choose from, suitable for all ages: a navy-blue beanie and limited-edition adult pom-pom and kids' pom-pom beanies.

12,500 beanies are on sale this year, with all funds raised supporting the Stroke Foundation's critical Community Stroke Advisor (CSA) service.

Judith Hyslop is a CSA in Otago and got behind the campaign last year by selling over 300 beanies to businesses across the region, as well as setting up stalls at farmers' markets.

Judith said: "Selling beanies helped us to engage with the community, raising important awareness about stroke and what we do at the Stroke Foundation. We help stroke survivors throughout recovery by working towards goals they wish to achieve in the future and assisting with the day to day challenges they may face. We provide vital information about stroke and recovery and support them and family members who may also be affected. We were incredibly grateful for the amount of support we received last year and look forward to seeing how many more people 'beanie up' with us again."

Mark Vivian, CEO of the Stroke Foundation said: "Over the past 12 months we've increased our service to 28 front line CSAs working across the country. Our CSAs have supported over 5,500 stroke survivors and their families over the same period, which is over 1,000 more people than the previous year. This

is a vital service which helps so many at a time when they need it most. This campaign will allow us to continue to raise the funds needed to help many more people who have been affected by stroke and raise incredibly important awareness.”

For more information, or to order beanies online between June – August 2020 please visit [beanieup.co.nz](http://beanieup.co.nz).

- ENDS -

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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](http://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