



Tuesday 16 June 2020

SNIP SALONS SUPPORTS STROKE SURVIVORS

Wellington based 'Snip Salons', will be supporting stroke survivors and their families by selling the Stroke Foundation's Beanie Up beanies in store. Salon owner, Alex Bouron, wanted to support the Foundation as her husband suffered a stroke three years ago and has been left with significant impairment.

In January 2017, Alex and her family were on holiday in Tauranga. They had just arrived when her husband suddenly collapsed. Alex was looking at him and noticed all the signs of a stroke – his face was dropping on one side, his arm was weak and he wasn't able to speak – but she was surprised this was happening to him as he was only 38 years old.

Alex told us: "I remember thinking, but he's so young, surely this can't be a stroke. Luckily my mum's a doctor, so I called her into the room straight away to help."

Alex and her husband were at the hospital within an hour and a half. He was seen very quickly and received treatment for his stroke. A week later he unfortunately had a haemorrhage and his situation worsened. Alex's husband faces a number of mental impairments including severe fatigue and difficulty communicating. This has left him unable to work. Hearing about the Beanie Up campaign, Alex knew she wanted to get involved to help raise awareness about the Stroke Foundation's work.

Alex explained: "I know that the Stroke Foundation not only help stroke survivors, but also support families and the partners and children who have to deal with the situation too. The Stroke Foundation is there to help anyone who has been affected by stroke. I wanted to support the Foundation to raise awareness of stroke in my community. In my case, and for many others, the impact of a stroke can't be seen by everyone. It's not like a broken leg – people don't always know or understand how a stroke can impact someone's life. This campaign is a great initiative to help so many New Zealanders...plus the beanies are cool!"

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 Alex and her team for supporting us to not only raise important funds to support the Stroke Foundation's critical services, but for helping us to raise awareness of stroke."

Beanie Up 2020 launched on 1 June to raise vital funds to support thousands of stroke survivors, their families, and carers across the country. It was also an opportunity to raise 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.

Wellingtonians can purchase beanies at Snip on 118 The Terrace and 59B Featherstone Street until 31 August 2020.

For more information, please visit beanieup.co.nz.

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Media enquiries:

Stroke Foundation of New Zealand

Lauren Ellis, Media and Communications Advisor, Lauren.ellis@stroke.org.nz / 027 506 9822

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 Zealander's 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