



MEDIA RELEASE

June 2020

SA super bosses champion HeartKids' fight against congenital heart disease

Corporate leaders across the country are preparing to channel their inner superhero to raise awareness for kids living with congenital heart disease (CHD) and fundraise for HeartKids Super Boss Day on June 19, 2020.

During the current COVID-19 pandemic, thousands of families have faced a series of delayed surgeries, total isolation, additional financial pressure, and emotional stress due to their high-risk situation. HeartKids is helping by extending its out of hospital and virtual support services, and the peer support programs, so families feel less alone.

Although due to COVID-19 they won't be dressing up this year, Drakes supermarket director, John-Paul Drake, has still encouraged all Drakes Supermarkets across South Australia to get involved during the whole month of June by selling \$2 Wall Tokens to raise much needed funds for HeartKids.

"As a parent, finding out that your child or unborn baby has a heart condition can be overwhelming and we're committed to helping Australian children, teens and adults affected by CHD to live the most fulfilling life possible," said Mr Drake.

"HeartKids has supported many Drakes Team members and their families through tough times, and for that we are extremely grateful."

"Last year, our customers raised over \$113,000 and we're hoping to Hulk-Smash this amount this year," said Mr Drake.

2020 marks a first for Super Boss Day, which will include a virtual *Superhero Challenge* from the comfort of your home office or local surroundings. The challenge is about pushing yourself or a team either mentally or physically to achieve set goals over the month of June all while raising money for HeartKids – there are 4 challenge titles to choose from including a 'Flash', 'Captain America', 'Wonder Woman' and 'Thor' activities – which one will you do?

Each Super Boss can create a personal fundraising page and encourage their colleagues, friends, family and community to support HeartKids. Workers can also dare their boss to take up the challenge.

Eight babies are born with CHD every day and four lives are tragically lost each week. CHD is the leading cause of death in Australian babies under the age of one. It's a lifelong condition and there's no known cure.

HeartKids Australia continues to rely on financial support from corporates and the wider public to deliver services including in-hospital and family support programs, camps for children and young people living with CHD, as well as vital education days and peer support programs to help families cope with the significant impact of the disease.

HeartKids CEO Rob Lutter said, "Despite COVID-19, Super Boss Day has evolved into the digital sphere breaking down barriers and distances to allow all Australians to harness their strength, numbers and influence, in order to help seriously ill babies and children and their families during times of uncertainty."

"We all channel a superhero within us and now is the time to unveil your character through costume to help fight Australia's leading cause of death and hospitalisation in infants and raising funds to support tens of thousands of people living with CHD," added Lutter.

HeartKids is the only charity in Australia dedicated to supporting kids with CHD, and their families throughout life.

To join the fight visit superbossday.org.au and register.

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About HeartKids

HeartKids is a registered national health charity. Working with health professionals, HeartKids provides lifelong support for those with congenital heart disease and their families Australia-wide. HeartKids also funds life-saving research, advocates and informs. To date, HeartKids has committed more than \$3.5 million to fund research into the causes, treatment and management of childhood heart disease.