

**MEDIA RELEASE**

**BRAIN TUMOUR SUPPORT NZ**

Wednesday 24th January 2024

[FOR IMMEDIATE RELEASE]

**Brain Tumour Support NZ Appoints Sarah Verran as Inaugural Chief Executive**

**[Hamilton, New Zealand].** Brain Tumour Support NZ is delighted to announce the appointment of Sarah Verran as its inaugural Chief Executive. Sarah brings many years of marketing experience in both commercial and non-profit organisations, along with vast governance experience in the disability sector.

In her role as Chief Executive, Sarah will lead the organisation in its mission to provide comprehensive support, resources, and advocacy for those impacted by brain tumours across New Zealand. Her strategic vision, passion for healthcare, and dedication to making a positive impact make her an excellent fit for this pivotal position.

Sarah understands first-hand the devastating impact that a brain tumour diagnosis can have on a family. In 2015, her daughter was diagnosed with a craniopharyngioma, a rare type of non-cancerous brain tumour.

"I am honoured to be a part of Brain Tumour Support NZ and to be able to work alongside this passionate and committed community of people," said Sarah. "Navigating services and supports that are often fragmented and complex to access shows that there is a clear need for the services offered by Brain Tumour Support NZ.

Brain Tumour Support NZ is a registered charity dedicated to providing support, information, and resources to individuals affected by brain tumours. The organisation plays a vital role in raising awareness about brain tumours, advocating for improved healthcare policies, and fostering a sense of community among those facing similar challenges.

"We are thrilled to welcome Sarah Verran as our inaugural Chief Executive," said Board Chair, Chris Tse. "Her leadership skills and passion for the well-being of those affected by brain tumours align perfectly with our mission. With Sarah at the helm, we are confident in our ability to expand our reach and impact in the community."

**Charity Services number: CC56933**

Sarah's aspiration for Brain Tumour Support NZ is that they are known about before they are needed. She is looking forward to championing the brand and raising the profile, as well as delivering on the organisation's strategic goals.

Brain Tumour Support NZ looks forward to the positive contributions that Sarah Verran will bring to the organisation as it continues to support individuals and families affected by brain tumours across New Zealand.

Ends

#### ABOUT BRAIN TUMOURS

- Brain cancer is responsible for the most cancer deaths in children and young people under the age of 40.
- Brain cancer is the biggest cancer killer of children in New Zealand, being responsible for 42% of all childhood cancer deaths (almost double that of leukaemia).
- In 2021, 413 New Zealanders were diagnosed with primary brain cancer, representing 1.4% of all cancers diagnosed in New Zealand.
- Around 260 New Zealanders die each year from brain cancer - the 10<sup>th</sup> most fatal cancer.
- Survival rates for brain cancer have not improved significantly in the last 30 years. The 5 year survival rate for glioblastoma, the most common type of brain cancer, is just 5%.
- Brain tumours can affect anyone, of any ethnicity, and at any age. The causes of most brain tumours are unknown which means there are no preventative measures and population screening is impractical.

#### ABOUT BRAIN TUMOUR SUPPORT NZ

Brain Tumour Support NZ is a registered charity formed in 2019 to provide much needed support, information and advocacy to brain tumour patients in New Zealand. Our Vision is that people affected by a brain tumour feel less afraid, less alone and more empowered.

For media enquiries:

Chris Tse – Chair (027-2712004, [chris.tse@braintumoursupport.org.nz](mailto:chris.tse@braintumoursupport.org.nz))

Sarah Verran – Chief Executive (021-345951, [sarah.verran@braintumoursupport.org.nz](mailto:sarah.verran@braintumoursupport.org.nz))

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