

MEDIA RELEASE

BRAIN TUMOUR SUPPORT NZ

Hamilton, New Zealand

[Wednesday 19 April 2023, 9.00am NZDT]

Brainy Beanies Exhibition Returns to Hamilton

For five days in May, The Nancy Caiger Gallery at The Meteor will once again be filled with an array of beautifully handcrafted beanies as the Brainy Beanies Exhibition returns to Hamilton.

Brainy Beanies is a unique fundraising initiative from Brain Tumour Support NZ that encourages crafters from around the country to create and donate beanies for this special exhibition which runs from 3rd to 7th May 2023.

Every beanie on display at the exhibition will be available to purchase and thereafter from the Brain Tumour Support NZ website. All sale proceeds will go towards providing vital support services to brain tumour patients and their loved ones.

Selected Brainy Beanies will also be allocated for inclusion in the Brain Boxes, Brain Tumour Support NZ's signature care and information packages. Each year the charity delivers over 200 Brain Boxes free to newly diagnosed brain tumour patients and caregivers in Aotearoa New Zealand.

"We're delighted to be back at The Meteor for this year's Brainy Beanies Exhibition", said Brain Tumour Support NZ trustee Sarah Gibb.

"Thousands of New Zealanders are living with the devastating diagnosis of a brain tumour. By wearing a Brainy Beanie, people can show their support for those who are battling this disease and help us to raise vital funds to provide support services to those who need them," said Sarah.

The Brain Beanies Exhibition also coincides with the opening week of Brain Tumour Awareness Month. Throughout the month of May, patient advocates around the world hold events to raise awareness about brain tumours, as well as raising funds for research.

Charity Services number: CC56933

Chair of Brain Tumour Support NZ, Chris Tse, says that on average there is a person diagnosed with brain cancer in New Zealand every day of the year.

“Brain cancer strikes at the very heart of who we are – our thoughts, our emotions, our behaviour, our personality. It is a particularly hard hitting cancer,” Chris says.

“Raising awareness is the first step in improving outcomes for brain tumour patients. Without awareness among our politicians, health decision makers, funders and the general public, there are insufficient funds directed towards brain cancer research and no new treatments will be developed,” he said.

Sarah Gibb knows the impact a brain tumour can have on the whole family. She lost her brother to the disease in 2018. It was his brain tumour journey which inspired Sarah to come up with the idea of Brainy Beanies.

"We believe that everyone affected by a brain tumour should have access to the support they need to cope with the challenges they face," said Sarah. "The Brainy Beanies campaign is just one of the ways we are working to make this a reality."

The Brainy Beanies exhibition runs from 3rd to 7th May 2023 at The Nancy Caiger Gallery in The Meteor Theatre, 1 Victoria St, Hamilton. Entry is free.

Ends

ABOUT THE BRAINY BEANIES EXHIBITION

- The Brainy Beanies Exhibition will be held from 3rd to 7th May 2023 at The Nancy Caiger Gallery in The Meteor Theatre, 1 Victoria St, Hamilton.
- Opening hours: Wednesday to Saturday 12:00 – 6:00pm | Sunday 12:00 – 4:00pm
- Entry is free
- All Brainy Beanies at the exhibition will be able for purchase, cash or EFTPOS accepted.

ABOUT BRAIN TUMOURS

- Brain cancer is responsible for the most cancer deaths in children and young people under the age of 40.

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- 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)¹
- In 2020, 373 New Zealanders are diagnosed with primary brain cancer, representing 1.3% of all cancers diagnosed in New Zealand.
- Around 290 New Zealanders die each year from brain cancer, making it the 10th 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 form 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.

Website: www.braintumoursupport.org.nz

Media Contacts at Brain Tumour Support NZ:

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Chris Tse – Chair (027-2712004, chris@braintumoursupport.org.nz)

¹ National Child Cancer Network. 2022. Childhood Cancer Survival in Aotearoa, New Zealand 2010-2019