WEDDING CAKE PUTS ON RED NOSE

June 26 2013

Parliament House will be looking a little wild and silly this week with a big red nose being hung above the front doors.

Chief Minister Adam Giles said Red Nose Day is a great way for people to become involved and raise awareness of the incredible work SIDS and Kids NT do each year.

“Rates of Sudden Unexpected Death in Infancy (SUDI) in the NT are five times greater than the rate Australia-wide and the awareness raised by Red Nose Day could save lives,” Mr Giles said.

“All donations from purchasing a SIDS and Kids product, such as the famous red noses or one of the fluffy toys, goes towards vital research into possible causes of stillbirth, neonatal death and Sudden Infant Death Syndrome (SIDS).

“These funds also go towards providing bereavement support for families and community education to help reduce the risk of SUDI and SIDS.

SIDS and Kids NT committee member and local Member for Drysdale, Lia Finocchiaro, said the money raised by SIDS and Kids NT stays in the Northern Territory and is spent on Territorians.

“The month of June is a crucial fundraising month for SIDS and Kids NT as the bulk of all funds raised during the year comes from the Red Nose Campaign” Ms Finocchiaro said.

“No Territory town is immune from the risk of SIDS, and SIDS and Kids NT education programs and bereavement services reach even the most remote NT communities.

Ms Finocchiaro took the opportunity to thank everyone who has volunteered for SIDS & Kids NT during this month’s campaign.

“The tireless efforts of our volunteers to raise awareness about SIDS are to be commended. They are the soul of the organisation.”

“The red nose campaign is one that touches the hearts of Territorians and I encourage everyone to show support by purchasing a red nose.”

Each year more than 3,500 families experience the unexpected death of a baby or child from a range of causes including sleeping accidents, drowning, motor vehicle accidents, sudden onset illness, stillbirth and SIDS.

SIDS and Kids receives more than 10,000 calls for support and education each year.

Red Nose Day is this Friday, June 28.

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