

July 27, 2009

MEDIA RELEASE

Cerebral Palsy Awareness Week South West Information Expo

The Centre for Cerebral Palsy (The Centre) is conducting a free Information Expo on Wednesday July 29 from 7-9pm at the Lord Forest Hotel in Bunbury as part of CP Awareness Week.

It is a fun and informative session held by our [Country Resource Team](#), designed to educate parents and therapists in the South West about cerebral palsy, services, advice and advocacy.

CP Week Information

To celebrate The Centre's work in 'Building Futures' for people with CP since 1951, TV stations will be providing air time to show our inspiring 30 second CSA. Please take 30 seconds to watch our [CSA](#).

To support this amazing TV CSA we are fortunate to have CP families who have volunteered their time to share their inspiring journeys with the WA community.

One of these amazing stories is from 10 year Annie triplet sister of Sarah who has CP and does not have a voice. Read her heartwarming [story](#).

Other stories are from two very brave children who are 'leading the way for kids in WA'. Charming Victoria is 5 years and Jack a confident 9-year-old, and these children were the first boy and girl in WA to under go spinal operations known as Selective Dorsal Rhizotomies (SDR). Both children are now able to jump, walk and play unaided. Read their miraculous [stories](#).

'You Be the Difference' Online Campaign

Another exciting CP Week initiative is our 'You Be the Difference' Campaign, where people with CP (who we are referring to as our 'CP Week Perth-O-Nalities') are invited to tell their story online and share their achievements with the wider community. Visit the [youbethedifference website](#) after July 27.

This popular campaign has the support of a number of CP Week Perth-O-Nalities who are available for interview which can be arranged by contacting Elisha on 9443 0246.

To read our Perth-O-Nalities' inspirational stories, which will be posted daily from 27 July onwards please visit [youbethedifference.com.au](#). It would be a real buzz for them if they could hear their stories being talked about on air during CP Week 2-8 August.

Long term CP advocate Kerry Alan-Zinner, one of our CP Week Perth-O-Nalities, says **'People with CP aren't different, they just do things differently and need to overcome more challenges than most.'**

We hope you will join them in overcoming these challenges by helping to create greater awareness about CP in the wider community by sharing their remarkable journeys and

encourage your listeners to: 'Make a Difference' by volunteering their time, donating their small change or recycling their unwanted mobile phones on Friday August 7 to help The Centre continue our work in building futures so we can celebrate even more achievements over the year.

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Interview Opportunities

Representatives from The Centre for Cerebral Palsy are available for interviews

CP Week Perth-onalities are available for interviews

For further information contact:

Elisha Moran, Communications & PR Officer

The Centre for Cerebral Palsy

9443 0246 or 0416 479 841 (all hours)

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FACTS ABOUT CEREBRAL PALSY

- *CP is a permanent physical condition that affects movement.*
- *In Australia a child is born with CP every 18 hours.*
- *Australians under 18 are three times more likely to be diagnosed with cerebral palsy than cancer.*
- *There is no pre-birth test, no known cure and severity is on the increase.*
- *For most the cause of CP is unknown.*
- *CP is not a disease, it is not contagious.*
- *CP can be as mild as just a weakness in one hand ranging to almost complete lack of movement.*
- *Since 1951 The Cerebral Palsy Association has forged an enviable reputation as one of the leading disability service providers in WA. In line with the outstanding work we do in the area of CP management and support to those with disability, on 13 March 2007 we adopted a new name The Centre for Cerebral Palsy and colourful new logo.*