**MEDIA RELEASE – 29 JULY 2024**

# Landmarks shine pink and purple for National Eosinophilic Week

Over 110 landmarks are illuminating pink and purple (the colours of eosinophils) across Australia and New Zealand from 4-10 August 2024, during National Eosinophilic Week (NEOSW), to raise awareness for eosinophilic diseases. National Eosinophilic Week and the #EOSLightUp campaign are initiatives of ausEE Inc., Australia's peak national support and patient advocacy organisation for eosinophilic diseases.

Eosinophils are a type of white blood cell that play a role in certain medical conditions and immune responses. If a person has too many eosinophils, it may be a sign of an eosinophil-associated disease (EAD). The diagnosis depends on where in the body the eosinophils are found, including the gastrointestinal tract, heart, sinuses, blood, lungs, bladder and connective tissue.

For 18-year-old Connor, his life-altering journey with an EAD began a year ago when he was diagnosed with Hypereosinophilic Syndrome (HES), a rare disorder which is characterised by persistent and significantly elevated levels of eosinophils in the blood. Untreated HES can be life-threatening and lead to severe complications. Connor is sharing his story in ausEE's #MyEADStory campaign and raising funds for eosinophilic disease research by participating in the Top 8 Challenge, the charity's annual fundraising campaign, on Thursday, 8 August.

During National Eosinophilic Week, stories will also be shared about other eosinophil-associated diseases, including Eosinophilic Oesophagitis (EoE), which is estimated to affect 1 in 1,000 people. In EoE, the eosinophils are found in increased numbers in the oesophagus (food pipe) and is a common cause of food impaction - when food gets stuck in the oesophagus - often requiring emergency medical attention.

Spokesperson, Sarah Gray, says "National Eosinophilic Week aims to raise awareness and vital funds for research. Sharing stories helps to form connections and increase community understanding about eosinophilic diseases and their impact. More research is needed to improve the diagnosis and treatment options for people living with these life-impacting diseases."

ausEE is encouraging the community to get involved by visiting a participating landmark, and taking a picture to share on social media, using the hashtags #EOSLightUp, #NEOSW2024 and #EOSaware.

The list of light-up locations can be found at https://eosaware.com/LightUpLandmarks.

You can read My EAD stories including Connor's at https://eosaware.com/MyEADStories.

**-ENDS-**

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**About ausEE Inc.**
ausEE Inc. is a national health promotion charity founded in 2009. Its mission is to improve the lives of those affected by eosinophilic diseases through providing support, evidence-based information, resources, advocacy and by campaigning to raise awareness and funds for research in Australia.

**About National Eosinophilic Week and Top 8 Challenge Day**
National Eosinophilic Week is an annual awareness campaign, held this year from 4-10 August 2024. It incorporates Top 8 Challenge day on 8 August, ausEE's major fundraising campaign with funds raised for eosinophilic disease research. The challenge involves not eating any top 8 common allergenic foods (that's no milk, egg, soy, wheat, peanut, tree nut, shellfish or fish) for the day. The Top 8 Challenge is an opportunity for the community to show their support and get a glimpse into the daily struggles often faced by individuals living with an eosinophilic disease like eosinophilic oesophagitis (EoE). Find out more at https://eosaware.com/Top8Challenge.