

BLEEDING DISORDERS AWARENESS WEEK

Bleeding Disorders Awareness Week is an opportunity for individuals and families as well as Haemophilia Foundations and other organisations to take part in a campaign and activities to raise awareness about haemophilia, von Willebrand disease and related inherited bleeding disorders throughout Australia during the week of **13-19 October 2019**.



This year the theme is **CHALLENGING THE STATUS QUO**.

What does challenging the status quo mean to you? Look out for the personal stories from the bleeding disorders community that we will publish during Awareness Week. We invite you to share these stories with other people you know: it's through sharing personal experiences that we can connect and increase understanding in the wider community.

RED CAKE DAY

HFA is calling on our friends and supporters to help us by taking part in **Red Cake Day!**

How can I get involved?

- Organise a **Red Cake Day** at your home, workplace, school, kindergarten or community group
- Order free napkins, pens, tattoos, stickers and colouring sheets and pencils to make your Red Cake Day special
- Display free posters, postcards, newsletters and raise awareness
- Tell your friends, family, colleagues about the week and encourage them to hold their own Red Cake Day event!



Challenging the Status Quo

Bleeding Disorders Awareness Week
13-19 October 2019

Red Cake Day



To order your free promotional items, visit www.haemophilia.org.au/order

HFA can post out promotional packs for your event or awareness stand, such as stickers, balloons, tattoos, or colouring in sheets.



EVENTS

HFV will be hosting their **Red Classic** on Sunday 20 October at Albert Park. For more details visit www.hfv.org.au.

Other events will be posted on our social media pages and website. If you are hosting an event be sure to advise us so we can share.

Follow Red Cake Day!

 Like HFA on Facebook
www.facebook.com/RedCakeDay

 Follow HFA @Haemophilia_Au

And join the conversation at [#redcakedayhaemophilia](https://twitter.com/redcakedayhaemophilia)

FOR MORE INFORMATION

- visit www.haemophilia.org.au/redcakeday
- or call HFA on 1800 807 173

or email Natashia on ncoco@haemophilia.org.au.