

Media Release

18 July 2013



Superheroes to take over schools across Australia for a good cause

The first week of September this year will see primary schools and childcare centres all over Australia overrun with mini-superheroes to celebrate the inaugural charity event 'Superhero Day for Muscular Dystrophy'.

This brand new event sweeping the nation asks children to discover their own super powers and come to school dressed up as their favourite superhero or better yet, invent one. It requests that they bring a gold coin donation to fund research to find a cure for Muscular Dystrophy (MD) with all proceeds going to support research at the National Muscular Dystrophy Research Centre. Businesses are also able to host the event by having staff dress up and have customers make gold coin donations.

"Superhero Day aims a positive message towards children in support of those with Muscular Dystrophy, in that that just like a superhero that walks amongst everyone by day but hides a super strength; a child with MD is just like other children but has developed super powers of resilience, creativity and wisdom," said Muscular Dystrophy Australia (MDA) Executive Director, Boris M Struk.

This event is an extension of a theme MDA has successfully used for many years targeted towards adults; where the message was that just like kryptonite is the natural weakness of Superman, for a boy with MD his muscles are his natural weakness.

"The focus of this new campaign is to emphasise the wonderful super powers young boys with MD possess and portray an age-appropriate message of hope for a cure for MD," said Mr Struk.

This event was initiated by parents in the MD community and is endorsed by Muscular Dystrophy Australia.

Libby Darcy from Geelong, Victoria, has a 10-year-old son with MD and approached MDA earlier in the year with the initial idea to create an awareness day for young children to not only raise money for research but to also to bring MD into the public sphere so more people understand the condition.

Muscular Dystrophy currently affects 1 in 1,000 people in Australia and is a condition which gradually wastes all muscles and forces the permanent use of an electric wheelchair.

There are over 60 forms of MD but this event is focusing on the most severe type - Duchenne Muscular Dystrophy - which is a pediatric form mainly affecting young boys. 82 per cent of children aged 0-14 years living with MD are male.

"We are aiming to empower young minds to be more aware of those around them and what other children may be going through. This is an important life lesson and even though our focus is on Muscular Dystrophy, the overall message is one of acceptance and understanding," said Mr Struk.

To register a primary school, kindergarten, childcare centre or business to host a Superhero Day for Muscular Dystrophy on any day in the in the first week (2nd- 6th) of September 2013, please download the Registration Form from www.SuperheroDayMD.com or call MDA on (03) 9320 9555.

Registrations close 12 August 2013.

ENDS

To arrange an interview with Boris M Struk (Muscular Dystrophy Australia Executive Director) or Libby Darcy (parent) please contact:

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