**(INSERT YOUR EVENT TITLE HERE)**

 (Insert sub-header of your event date)

*E.g. MANLY PICNIC FOR FOOD ALLERGY WEEK*

*Sunday 18th May 2014*

*NB: Include your suburb in the header so that your local media immediately know why it is relevant to them*

Australia has one of the highest reported incidences of food allergies in the world,¹ and the numbers are growing at an alarming rate. In fact, one in 10 babies born in Australia today will develop a food allergy.²

An allergic reaction can quickly become life threatening and while the risk cannot be removed, it can be managed.

It’s up to all of us to be allergy aware – to know how to minimise the risk of a reaction, what to do if a reaction happens and support family, friends and colleagues living with food allergies.

In an effort to raise awareness about Food Allergy Week among the local community, (INSERT GROUP) is holding (INSERT EVENT).

**Date:** (INSERT DATE)

**Time:** (INSERT TIME)

**Location:** (INSERT DETAILED INFORMATION ABOUT LOCATION OF EVENT)

**Contact details:** (INSERT THE EVENT ORGANIZER’S CONTACT DETAILS)

(INSERT A FEW SHORT SENTENCES ABOUT YOUR EVENT. *E.g. This could include any high profile people attending or anything unique that will be taking place. If you are unsure what to put here, it can just be left out.)*

Food Allergy Week is an initiative of Allergy & Anaphylaxis Australia, a charitable, not-for-profit organisation that aims to improve awareness of allergy through education, advocacy, and support.

Please visit [www.foodallergyaware.com.au](http://www.foodallergyaware.com.au) for more information about Food Allergy Week.

--ENDS--

**Media Enquiries:**

**About the (INSERT YOUR EVENT NAME)**

(NAME), (PHONE) or (EMAIL)

**About Food Allergy Week**

Tegan Brown, Bite Communications 02 9977 8195 or tegan@bitecom.com.au

**References:**

1. Australasian Society of Clinical Immunology and Allergy (ASCIA) 2013. [http://www.allergy.org.au/patients/food-allergy/food-allergy](http://www.allergy.org.au/%20patients/food-allergy/food-allergy)
2. Mullins RJ, Dear K, Tang ML. Characteristics of childhood peanut allergy in the Australian Capital Territory 1995-2007. J Allergy Clin Immunol 2009; 123: 689-93.