



## PRESS RELEASE

September 10, 2024

It's almost October...

Which means it's almost World CP Day...

Which means it's almost time for you to Be Green & Be Seen!

Be Green & Be Seen - Kia kākāriki, kia kitea is the Cerebral Palsy Society's annual, national fundraising and awareness campaign.

You can read all about it at [www.cerebralpalsy.org.nz/be-green-be-seen](http://www.cerebralpalsy.org.nz/be-green-be-seen).

Last year's campaign raised a fabulous amount of money. This year we're aiming even higher so we can continue to support our members through our getProgramme funding, grants, advice, information, events and advocacy.

It's time to shine a light on Kiwi's living with Cerebral Palsy! We need our amazing friends and supporters to spread the word and raise funds and get behind people living with the neurological condition.

Be Green & Be Seen is held in October to coincide with World CP Day on October 6, and we chose the colour green because it is the international colour for Cerebral Palsy - Hōkai Nukurangi\*.

Don't worry if October doesn't work for you, your school or workplace. You can celebrate Be Green & Be Seen whenever it suits you - any time of the year.

Be Green & Be Seen is an opportunity to share information about what it means to live with Cerebral Palsy - Hōkai Nukurangi, to raise awareness of the work the Society does, and raise vital funds so that we can keep doing the mahi that makes a difference in your lives.

An easy, fun way to raise funds is to encourage your workplace or school to go green for the day!

Host a green-themed morning tea or wear green clothes in exchange for a gold coin donation. That's just one idea.

We're here to support you with your fundraising efforts and we love to see the creative ideas you come up with!





## Why not take part in #beACTIVE?

#beACTIVE is a chance for you, your workplace or school to set a physical challenge, create a fundraising page and then start asking your friends, whānau and colleagues to support you by donating to the Society.

You can choose any physical challenge that suits you – for example rowing, cycling, walking, swimming or wheeling yourself a certain distance, lifting weights or visiting the gym.

You can read all about it at [www.cerebralpalsy.org.nz/beactive/](http://www.cerebralpalsy.org.nz/beactive/)

Cerebral Palsy Society General Manager Clare Williams says the funds raised during Be Green & Be Seen come straight back to you – our members.

“Please encourage your kindy, school, workplace or club to get involved and raise some much-needed funds for people across Aotearoa who live with Cerebral Palsy – Hōkai Nukurangi.”

Clare is grateful to [Ryan Nikoro](#), [Max Wyman](#) and [Gary Endacott](#) for sharing their stories to help raise awareness throughout the 2024 campaign.

“Ryan is a determined youngster who is keen to give anything and everything a go. Max has found so much more than his happy place on the boccia court. And then there’s Gary – a man who has turned the negatives into positives and risen to every challenge thrown his way.”

For more information email [cpsociety@cpsociety.org.nz](mailto:cpsociety@cpsociety.org.nz) or phone 0800 503 603.

To donate go to: [givealittle.co.nz/cause/be-green-and-be-seen-for-cp](http://givealittle.co.nz/cause/be-green-and-be-seen-for-cp)

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*\* Cerebral Palsy – Hōkai Nukurangi – to achieve what is important to you.*





## What is Cerebral Palsy

Cerebral Palsy is a physical disability that affects movement and posture. It is an umbrella term that refers to a group of disorders affecting a person's ability to move.

It is a permanent life-long condition but generally does not worsen over time.

Cerebral Palsy is due to damage to the developing brain, either during pregnancy or shortly after birth.

Cerebral Palsy affects people in different ways and can affect body movement, muscle control, muscle coordination, muscle tone, reflex, posture, and balance.

Although Cerebral Palsy is a permanent life-long condition, some of the signs of Cerebral Palsy can improve or worsen over time.

People who have Cerebral Palsy may also sometimes have visual, learning, hearing, speech, and intellectual impairments, and epilepsy.

There is no known cure and the rates of Cerebral Palsy have remained unchanged despite recent advances in medicine.

[www.cerebralpalsy.org.nz/cerebral-palsy](http://www.cerebralpalsy.org.nz/cerebral-palsy)

## About the Cerebral Palsy Society

The Cerebral Palsy Society is a member-based organisation that strives to enhance the lives of people with Cerebral Palsy in New Zealand by providing programmes, support and advice.

Our members are at the heart of everything we do, and we are proud to support New Zealanders living with Cerebral Palsy at all ages and stages.

We run a variety of programmes and services for our members – from funding to subsidise taxi travel and physical activities, to grants, member events and support networks.

[www.cerebralpalsy.org.nz/about-us](http://www.cerebralpalsy.org.nz/about-us)

## For more information

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