



# Cystic Fibrosis Western Australia

Incorporated as Cystic Fibrosis Association of WA (Inc) ABN 19 156 339 182

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## PRESS RELEASE

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### **Cystic Fibrosis WA and Boozewatch Working towards 'A world unaffected by Cystic Fibrosis'**

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When Boozewatch owner Rob Martin decides to throw his support behind a local not-for-profit organisation he doesn't do it in half measures. That is why Cystic Fibrosis WA is excited by a new association that will see Mr Martin promote the work of Cystic Fibrosis WA on his Boozewatch website. Cystic Fibrosis (CF) is the most common life threatening, recessive genetic condition affecting Australian children and Rob believes that his website is a wonderful tool for informing the wider community of this condition.

The goal of Mr. Martin's website –[www.boozewatch.com.au](http://www.boozewatch.com.au)- is to make the lives of its subscribers easier by sending twice weekly emails, detailing the current price of alcohol in Western Australia and he is hoping that his subscribers join him in supporting CFWA to reach its goal of 'a world unaffected by Cystic Fibrosis'. "I was staggered when I found out that a baby is born with CF every 4 days" Rob said "and while many may know about Cystic Fibrosis not many understand the daily challenges that this condition can cause. It's always been my experience that the more people know about a situation the more they want to help."

Cystic Fibrosis WA CEO Mr. Nigel Barker agrees "Cystic Fibrosis WA is a relatively small organisation compared to other better known charities. That is why it's vital that we find effective ways of getting our message out to the wider community. Thanks to our association with Boozewatch we are able to reach thousands of people on a weekly basis who would have otherwise never heard of us."

Western Australia is at the forefront of medical research into Cystic Fibrosis with improved treatment seeing the average life expectancy of a child with CF increase from just 5 years of age in 1960 to 36 years of age today. While this is encouraging there is still no known cure for Cystic Fibrosis. “We have successfully located the faulty gene that causes CF and it is my great hope that soon we will determine how to beat this terrible condition. Positive associations with respected businesses like Boozewatch enable us to continue our vital work and move us one step closer to finding a cure” says Mr. Barker

For further information about Boozewatch, and its support of the Cystic Fibrosis WA, visit [www.boozewatch.com.au](http://www.boozewatch.com.au).

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Cystic Fibrosis is the most common, life-threatening, recessive, genetic condition affecting Australian children. Average life expectancy is 36 years of age with one in every 25 Australians being a carrier of the gene – it is the lottery you don't want to win when conceiving a baby! Events supporting the Cystic Fibrosis community are planned throughout the year including *Great Strides Walkathon on October 19<sup>th</sup> and Melbourne Cup Luncheon on November 4<sup>th</sup>*. Further information is available at [www.cysticfibrosis.org.au](http://www.cysticfibrosis.org.au)

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