



## MEDIA RELEASE

1 May 2019

Australia is all set to raise Food Allergy Awareness during May and will **Turn it Teal** to shine a light on the allergies that affect 1 in 10 infants and about 2 in 100 adults in this country.

Turn it Teal will see many buildings and bridges around the world lit up in teal – the colour associated with food allergy awareness – throughout May. In the United States, New York's Empire State Building, the JFK Airport Air Traffic Control Tower, Seattle's Pacific Science Center and Niagara Falls in the Buffalo/Toronto area are all getting ready to glow teal this May.

In Australia, Turn it Teal has partnered with **TRIGGER Food Allergy Awareness** to light up major landmarks in Sydney, Brisbane, Melbourne and Perth.

- In Sydney, the iconic **Sydney Town Hall** was the first building outside North America to take part in the Turn it Teal initiative and will shine for the third time on Sunday 12 May.
- Brisbane joined Turn it Teal in 2018 and this year will illuminate both its **Story Bridge** and **Victoria Bridge** on Saturday 4 May.
- Perth came aboard last year and will put the spotlight on food allergy awareness by lighting its **Trafalgar Bridge** in teal on Wednesday 15 and Thursday 16 May.
- Melbourne is the latest Australian city to 'Turn It Teal' and will light up the grand **Melbourne Town Hall** in teal on Monday 13 May.

## FAST FACTS

- May is Food Allergy Awareness month, and Australia has one of the highest rates of food allergies in the world.
- In Australia, food allergies are estimated to affect 1-2% of adults, 4-8% of children under the age of 5, and about 10% of children aged under the age of 1.
- Turn it Teal was started by US mother Stephanie Lowe who aims to light as many prominent monuments and buildings as possible to highlight Food Allergy Awareness.

- Turn it Teal has partnered with Australian journalist and TRIGGER Food Allergy Awareness founder Grace Farah, who also has a daughter with severe allergies, to 'Turn it Teal' in Australia and beyond.
- In 2017, Australia was the first country outside of North America to join the Turn it Teal initiative with several other countries joining since.

**TRIGGER Food Allergy Awareness founder Grace Farah says:**

*'The Turn It Teal initiative is such a great idea; I knew we had to bring it to Australia.'*

*'When people see a building or a bridge lit up in teal it starts a conversation and raises food allergy awareness. It also shows our children and families dealing with food allergies every day that Sydney, Brisbane, Melbourne and Perth care ... Australia cares.'*

*'We want to express our heartfelt thanks to all the great people on the Sydney, Brisbane, Melbourne and Perth councils who have helped light up some of their city's iconic structures.'*

For more information about Australian cities turning it teal, or other ways to help raise Food Allergy Awareness, visit [triggerawareness.org](http://triggerawareness.org)

To arrange an interview, please call Jo on 0412 217 615. Or email [jo.r@triggerawareness.org](mailto:jo.r@triggerawareness.org)

Thanks for showing you care!

