



World Kidney Day  
Is a joint initiative of:



Help us unite with one powerful voice for **World Kidney Day 2016** by organising an activity or event to draw public attention to the importance of kidney health, what can be done to protect kidneys before disease strikes, and to assist patients who already have chronic kidney disease. This year there is also a particular focus on kidney disease in children.

**APPLY NOW FOR YOUR SUPPORT PACK** via [info@worldkidneyday.co.uk](mailto:info@worldkidneyday.co.uk)

help with your event, the **Kidney Charities Together** team have produced a Support Pack containing:

- 2 A4 kidney health awareness **posters**
- A number of double-sided A5 kidney health awareness **flyers** (please confirm how many you need)
- World Kidney Day logo **stickers** (in sheets of 48 per A4 page – please confirm how many sheets)
- A poster to help **advertise your event** (an electronic version is available on the website to customise and print out yourself)
- 2 **'How to Guides'** – *A guide to working with the media* and *A guide to using social media* to help get the press interested and also spread the message far and wide
- A sample **press release** to try and get local media along to your event or to cover something about it in the local paper, on the radio or even, TV (an electronic version on the website which you can customise and use)

Further details on getting involved are available on the UK website [www.worldkidneyday.co.uk](http://www.worldkidneyday.co.uk) along with more hints, tips and ideas for activities and additional downloadable resources.

We would love to hear about what you have planned, so please let us know by emailing [info@worldkidneyday.co.uk](mailto:info@worldkidneyday.co.uk), or posting on the World Kidney Day UK **Facebook** page ([www.facebook.com/worldkidneydayuk](http://www.facebook.com/worldkidneydayuk)) and/or on the global event map at [www.worldkidneyday.org/get-involved/worldwide-events/add-an-event](http://www.worldkidneyday.org/get-involved/worldwide-events/add-an-event).

If you use Twitter, follow [@kidneydayUK](https://twitter.com/kidneydayUK) and use [#worldkidneyday](https://twitter.com/hashtag/worldkidneyday).

Look out too for our series of 'kidney facts' which we will be releasing through our Facebook page and Twitter feeds in the 7 days leading up to 10<sup>th</sup> March. Please share and 're-tweet' as widely as possible.

We very much hope you will be happy to join in with this exciting annual campaign.

World Kidney Day in the UK is led by the Kidney Charities Together Group



Contact us

[info@worldkidneyday.co.uk](mailto:info@worldkidneyday.co.uk) • [www.worldkidneyday.co.uk](http://www.worldkidneyday.co.uk)



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