

**News release**

**Date:** (Insert date of issue)

**(Insert name of local area) (insert name of individual/group) (Insert snappy description of event) for World Kidney Day 2018**

(Insert participant name or group/organisation) from (location) has taken up the challenge to arrange (Insert brief description of event) in (insert place where event will take place) to help raise awareness of kidney disease as part of World Kidney Day UK 2018.

(Insert name), is getting out into the community and hopes to raise awareness of the importance of your kidneys, how you can look after yourself and reduce the risks of kidney disease.

(Name) said: “I/We decided to 'do our bit' for World Kidney Day because (insert details of why supporting WKD in this way is important to you, for example a personal connection with kidney disease). We need to raise awareness of this life-threatening problem. The more people know about kidney health, the better."

Dr. (Name – you will need to get permission and agree the quote with your local kidney doctor), a local kidney doctor, comments:  "Kidney disease is common, affecting over 3 million people in the UK. However, it can go undetected as people often have no symptoms. People with high blood pressure, diabetes, heart disease, or have a family history of kidney disease and those from certain ethnic groups, have a higher risk of developing kidney disease. The good news is that early detection, changes in lifestyle (such as taking more exercise) and a healthy diet can often slow down the progression of the disease, delaying the possible need for dialysis or transplantation."

“Please get behind (name) and help raise awareness**."**

For more information about World Kidney Day in the UK and downloadable resources please visit: [www.worldkidneyday.co.uk](http://www.worldkidneyday.co.uk). For information on the global initiative, visit [www.worldkidneyday.org](http://www.worldkidneyday.org)

**ENDS**

2

**For further info, please contact: (insert details)**

**Notes to Editors:**

**About World Kidney Day:**  
World Kidney Day is an annual global awareness and education event, held on the second Thursday in March. This year, World Kidney Day and International Women’s Day are on the same day so, in addition to general awareness, the focus is also on the importance of women’s kidney health.

The campaign in the UK is led by the Kidney Charities Together Group comprising four leading kidney charities:

Kidney Care UK www.kidneycareuk.org

Kidney Research UK www.kidneyresearchuk.org

National Kidney Federation www.kidney.org.uk

The Polycystic Kidney Disease Charity www.pkdcharity.org.uk

The 2018 World Kidney Day campaign in the UK is also supported through grants from Amgen (Europe) GmbH, Bristol Myers Squibb Pharmaceuticals Ltd and Pharmacosmos UK.

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**Kidney Facts:**

* Our kidneys filter around **180 litres** of blood every day
* Kidney disease is **common** and can affect anyone, including children
* Right now about **64,000 people** in the UK are being treated for kidney failure
* **5,200 people** are waiting for a kidney, yet only around **3,300 transplants** are carried out each year
* **Uncontrolled diabetes and high blood pressure** are the biggest causes of kidney disease
* We estimate there are **60,000 premature deaths** in the UK every year due to chronic kidney disease (CKD)
* Acute kidney injury (AKI) is a sudden drop in kidney function due to serious illness. It affects **one in five people** admitted to hospital as an emergency and may be more deadly than a heart attack
* **One in three** women get a urinary tract infection (UTI) in their lifetime. UTIs can spread to the kidneys causing damage
* Women with kidney disease face **additional risks in pregnancy.** However, outcomes have greatly improved and with careful planning and close monitoring, the majority of women have successful pregnancies, even when on dialysis.