

**MEDIA RELEASE**

1<sup>st</sup> August 2008

***Continence Awareness Week 3 – 9 August***

***AN EMBARRASSING LEAK: 3.8 MILLION AUSTRALIANS AFFECTED!***

**Incontinence** affects 3.8million Australians; however, most people won't talk about it because it's considered embarrassing - and so it often goes untreated.

No less than **65 percent of women** and **30 percent of men** sitting in doctors' waiting rooms report some form of incontinence - but only one third pluck up the courage to seek help!

A common cause of admissions to nursing homes, the cost of **incontinence** in the health and residential aged care system is estimated at **\$1.5 billion** a year. **YET, almost every case of incontinence can be managed and improved!**

To help tackle this serious issue **BRIGHTSKY Australia (part of charitable organisation ParaQuad NSW)**, has released a Community Service Announcement called '**The BIG DRY**'. **The BIG DRY** is set in the Australian outback and takes a positive and light-hearted approach to this embarrassing but serious issue.

**The BIG DRY** is to be run on TV, radio, the internet and in print – for a quick peak of the CSAs go to [www.brightsky.com.au](http://www.brightsky.com.au).

"This campaign is critical" says clinical nurse **Kylie Wicks**. "Many people are just embarrassed and don't know where to turn to for help - when almost all cases can be successfully managed."

BrightSky Australia is owned by not-for-profit organisation, ParaQuad NSW with all proceeds providing life-long support to people with spinal cord injury.

**BRIGHTSKY Australia home delivers** continence aids discreetly - backed by a **FREE continence ADVISORY service** - headed by Nurse Kylie.

**Media enquiries:**

*For further information, photos or **to interview clinical nurse, KYLIE WICKS (who is great media 'talent')** contact Deborah Schofield, Public Relations Manager: (02) 8741 5627 or 0448 018 439 or email [deborah.schofield@paraquad.org.au](mailto:deborah.schofield@paraquad.org.au).*

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