



MEDIA RELEASE

September 2017

LIFE SAVING EPIPEN STATIONS TO BE INSTALLED

AT ADELAIDE 36ERS HOME COURT

In an Australian first, potentially life-saving EpiPen stations are being installed at Titanium Security Arena, the home court for the Adelaide 36ers in the National Basketball League.

Six EpiPen stations are being installed at publicly accessible locations within the stadium so that EpiPens are readily available in the event that spectators, players or officials suffer a potentially life-threatening anaphylaxis attack and need an urgent injection of adrenaline.

Titanium Arena will be the first major Australian sporting stadium to fitted with such equipment.

The initiative has been developed by Dr Pooja Newman, the founder of Global Anaphylaxis Awareness and Inclusivity (globalaai), and Clinical Director of Ananda Aged Care, one of the Adelaide 36ers' major sponsors.

Dr Newman, who almost died after suffering an anaphylaxis reaction to latex at an Adele concert in Adelaide earlier this year, said that for someone suffering a severe allergic response, an EpiPen could literally be the difference between life and death.

“Up to 20% of the population is known to suffer allergies. These include foods such as nuts, fish, crustaceans, eggs, milk and grains, while other common allergies include pollen, pet hair, dust mites, latex and insect bites,” she said.

“For someone suffering an extreme allergic reaction, an injection of adrenaline from an EpiPen can be the difference between survival and death.

“While many people who are susceptible to allergies carry their own EpiPens, there are times when an attack will be sudden and unexpected and the victims may not be able to treat themselves.

“Having EpiPen stations in the stadium will significantly increase the likelihood that someone suffering anaphylaxis will survive.”

Titanium Security Arena CEO, Guy Hedderwick, said the organisation was delighted to work with Ananda Aged Care and globalaai on the initiative.

“Anything that makes Titanium Security Arena a safer place for spectators, players and officials is something we support,” he said.

“When Dr Newman contacted us about this initiative, we didn't hesitate to offer our backing.

“We see this as an important public health initiative and we are delighted to be the first major stadium in Australia to offer this service.”

Mr Hedderwick said he hoped similar EpiPen stations would be rolled out in other stadiums across the nation.

Media information: (Add contact details and information re photo and interview opportunities here once all details confirmed.**)**