



MEDIA RELEASE

FOR IMMEDIATE RELEASE
Thursday the 1st of November
3:00 pm
Golden Boy restaurant
309 North terrace, Adelaide SA 5000

PROMINENT ADELAIDE RESTURANT TAKES PROGRESSIVE STEP FOR ALLERGY SAFETY

Award winning Adelaide thai eatery Golden Boy is set to be the first restaurant in the world to install a globalaai “allergy station”. A huge step forward for allergy awareness in the hospitality industry, the station houses general-use adrenaline (EpiPen®) to be used in the case of a life-threatening allergic reaction.

South Australian NFP Global Anaphylaxis Awareness and Inclusivity (globalaai) is launching this station in Golden Boy and says that more establishments have been seeking information about allergy safety due to the recent changes to the SafeWork Australia Code of Practice: first aid in the workplace which now suggests the consideration of an EpiPen® in workplace first aid kits.

“This is a paramount moment for the hospitality industry and allergy community and we are thrilled that Golden Boy has taken this exciting step and is committed to providing innovative safety measures for their restaurant” said globalaai founder Dr. Pooja Newman.

Hospital admissions for anaphylaxis (severe, life-threatening allergic reactions) have increased 5-fold in the last 20 years, and food allergy anaphylaxis has doubled in the last 10 years, making Australia the “allergy capital” of the world (Australian National Allergy Strategy Pre-budget submission 2018)

Dr. Newman says this is a step in the right direction for inclusive dining and allergy awareness amongst hospitality staff. “The availability of emergency adrenaline in the event of first time anaphylaxis, the need for a subsequent dose prior to an ambulance arriving or simply forgotten medication should not need to result in tragic consequences.”

Dr Newman founded globalaai to spread awareness of the seriousness of anaphylaxis and instigate social change for allergy inclusivity to save lives. Prominent allergy stations serve as conversation starters and promote allergy wellbeing in food outlets, schools, sporting and community clubs, homes and workplaces.

Media contact: Interviews with Dr Pooja Newman and other individuals with allergies can be arranged.

Contact Pooja via email info@globalaai.org or mobile on 0410 451 654.