

In less than two weeks, the biggest awareness project for Lyme Disease will be held worldwide.



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Dear Lymelighter,

Two Weeks To Go

There are currently 22 events being held nationwide in May and over the weekend of 16-18th May! You can view a list of these events here:

<http://www.lymedisease.org.au/wwlap/>

The team behind the 2014 Worldwide Lyme Awareness Project (WWLAP) for Australia are working very hard and the amazing members of the Lyme community are gearing up for some pretty awesome events around Australia. Why is this important? You might ask..... <https://www.youtube.com/watch?v=eMIUu3fgu8Q&feature=youtu.be>

Registrations are now closed for events but everyone has entered the last important push!

Focus has now turned to promoting each event. David Trathan is working around the clock as we speak to dispatch all the awareness, fundraising merchandise and t-shirts orders so that they reach the event coordinators in time. A **huge and special**

thanks goes out to David who has worked diligently for several months now on some major roles in this campaign! All the event coordinators are very busy bringing all the arrangements together and working towards the common goal of creating successful awareness events. A **Huge** thank you to all of you who are working hard to make these events possible!

So in the next 2 weeks.....be on the look out for stories in the media, event posters around your town and local buildings and spaces lighting up green too.

**However the most important message to all our readers today is that
You can still help and you can still be involved!**

How can you help.....you say?

- You can help with promotion - contacting media, putting event posters up around your area, sharing emails and Facebook posts with friends and within community networks.
- You can attend an event - Attending an event will demonstrate just how many people are affected by Lyme disease or who are concerned about this current health situation. Friends, family, carers, practitioners and Lyme patients (newly diagnosed, recovering and recovered patients and those that suspect they have Lyme disease) are all invited to attend!



If you wish to help with media promotion:

The very next article below is for you!

If you would like a copy of an event poster:

(You can print and distribute these in your area. email/post within your networks). Email the WWLAP team (below). Or contact the event coordinator through the Facebook event posts.

If you would like to attend an event:

Go to the link (in this article) to the list of events. Most events will have a RSVP link that will take you to the Facebook post where you can click on "Join". Otherwise just email the WWLAP team (below) and we will pass your message onto the event coordinator.

If you have any questions or need help with anything:

Email the WWLAP team here connect@lymeactionaustralia.com

LDA Online Resources Receive a Major Update.....

Please check out the new pages that we have just uploaded to our site for the purposes of providing a factual overview of the Lyme disease story for the media. This overview will also serve as a good general information site for anyone inquiring about Lyme disease and needing to access all the important information at a glance.

A **VERY BIG** thank you to our 'behind the scenes writers, researchers, editors and advisors <http://www.lymedisease.org.au/media/>

Three Steps To Promoting A Worldwide Lyme Awareness Event To The Media:

- 1) You can use the following cover letter: <http://www.lymedisease.org.au/wp-content/uploads/2014/02/MediaReleaseCoverLtr2014.docx>
 - 2) Add the above link to the letter to take readers to the new media information website
 - 3) Add this link to the letter to take readers to the official media release for the Worldwide Lyme Awareness Project: http://www.lymedisease.org.au/wp-content/uploads/2014/05/WWLAP_MEDIARELEASE_MAY2014_FINALV.pdf
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The International Tick Borne Diseases Conference 2014.

This is the second year that the Karl McManus Foundation is hosting this extraordinary conference. This year the conference topic is:

Confronting The Challenges.

It is hoped to be bigger and better than last year and the reviews from the inaugural

event were extremely positive! I believe essential connections were made, key research and knowledge was presented, personal and professional experiences were shared and some key pathways were discussed.

This conference will be held over two days on the 14th -15th June 2014 at the Royal Price Alfred Hospital in Sydney. If you would like to attend, you can get further details and register for this event here <http://www.karlmcmannusfoundation.org.au/>

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