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## MEDIA RELEASE



## Didier Cohen and Ryan Stig announced as LDAA Ambassadors

The Lyme Disease Association of Australia (LDAA) is honoured to announce the recent appointment of Didier Cohen and Ryan Stig as LDAA Ambassadors.

Didier is an American-born Australian DJ/Producer and Media Personality known as The Voice of Generation Y, from music, film and TV, to fashion, and Technology.

Didier accepted the LDAA's invitation to become an Ambassador after his own health struggles led him to being diagnosed with the disease in 2018. Didier said "*It is my pleasure to be an Ambassador for the LDAA, who represent and assist the thousands of Australian patients that face, not just chronic illness and debilitating symptoms, but a lack of diagnosis and treatment.*"

Ryan Stig played in the National Rugby League (NRL) as a five-eighth and a halfback for the Newcastle Knights and appeared to have the rugby-league world at his feet. Ryan burst onto the scene in 2011 after a man-of-the-match performance against the St George Illawarra Dragons in just his third top-grade game for the Newcastle Knights. He went on to play 13 games for Newcastle.

Early in 2012, the former Australian Schoolboys playmaker was sidelined with a blood clot behind his eye and then battled chronic fatigue-type symptoms that saw his health deteriorate. It took two years for specialists to diagnose that Ryan had Lyme disease but treating the illness proved more complicated than anticipated.



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Ryan accepted the LDAA's invitation to also become an ambassador by saying *"I have learned through my struggle that there is always someone doing worse, and that is the reason I have joined LDAA as an Ambassador, the LDAA is supporting patients when they have nowhere else to turn and raising awareness so that Australians are coming to know a tick bite can make you sick, and I was very happy to support their work"*.

Sharon Whiteman, CEO of the LDAA said *"Having Didier and Ryan as ambassadors for the LDAA brings great credence to our cause. Whilst we do not wish to negate the fact that there are Lyme disease sufferers in all walks of life across Australia, it is evident that it makes no difference whether you are a television personality, a football player, or an unknown, Lyme disease can be acquired by anyone and even 'famous' people have the same difficulty in accessing their human right of health care in Australia"*.

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**Media spokesperson:** [Sharon Whiteman, LDAA CEO](#)

Additional resources for media are available from the Lyme Disease Association of Australia's website [here](#).

The Lyme Disease Association of Australia (LDAA) commenced operations in 2009. Since that time, we have evolved into a powerful organisation with the assistance of many volunteers who are passionate about awareness and education, and ultimately eradication of the illness, which can be debilitating, life changing, and in some cases deadly. To learn more about symptoms, please visit [this page](#), and if you are concerned about your health and would like support please [contact us](#).