



## Media release – Thursday 5<sup>th</sup> June 2014

### Opportunity to Make Australia Lead-Safe

Home-grown Australian environmental health charity The LEAD Group is more than ever, working with a steadfast commitment to raise awareness and provide free information and referrals to prevent lead poisoning and solve historic lead contamination problems locally and globally. Lead exposure is still a pressing concern and more [recent research](#) is showing serious health impacts at low blood Lead levels, especially much later in life, yet it's a problem that is perceived as already solved. It is time to take action towards a lead-safe future.

To ensure that The LEAD Group is around to answer lead-safety queries for years to come, as the most highly leaded Australians age and develop hypertension or dementia from their past lead exposure, we have started a Crowdfunding campaign and we hope that anyone who can benefit by testing for lead in their own home, yard or workplace, will donate and encourage others to donate at <https://www.chuffed.org/project/help-us-create-a-lead-safe-world/> and thus get one of the perks we're offering, such as free lead testing kits!

There are many ways for people to support this cause as The LEAD Group has many tiers to show that they appreciate the support! For example, if you donate \$10 you are entitled to a free entry into their environmental art/photo competition - Volcano Art Prize at <http://www.volcanoartprize.com> - where there's a \$500 cash prize for the People's Choice winning entry and dozens of other great prizes! Children enter for free!!

If you select the \$255 tier, you will receive a free 1 year LEAD Group membership and receive by post, a Comprehensive Lead Testing Kit (tests 8 samples of paint, dust, soil, water, etc.); this includes lab analysis and interpretation.

If The LEAD Group's goal of raising \$5,000 through this Chuffed Crowdfunding Campaign is reached, their volunteers (advised by Australia's best lead experts), will collate and analyse some 2,000 past kit results they've gathered from across Australia and publish a *Report on Lead Contamination*, thus raising lead awareness and contributing to a lead-safe Australia.

\*Because it's a charity, donations are tax deductible. Campaign ends on 26 June 2014.

Contact: Elizabeth O'Brien, President, The LEAD Group Inc. Mobile 0431 184 933

[www.lead.org.au](http://www.lead.org.au)

[www.leadsafeworld.com](http://www.leadsafeworld.com)

[www.volcanoartprize.com](http://www.volcanoartprize.com)

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