

Grapevine chosen for good reason for Rare Disease Day 2014 'Jeans for Genes' awareness campaign

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Rare Disease Society South Africa has appointed Grapevine Communications to handle its publicity for the Rare Disease Day 28 February 2014 'Jeans for Genes' awareness campaign. Grapevine's dynamic media relations and successful track record in profiling organisations secured this appointment as well as their existing relationship with the face of the 2014 campaign, Oscar von Memerty and brand activation, event and entertainment specialists, Zinto Marketing Group.

About Rare Disease Day 2014

Pledge your support for Rare Disease Day on 28 February 2014 by wearing a 'Jeans for Genes' ribbon.

It is estimated that 350 million people worldwide suffer from rare diseases and there are approximately 7000 different types of rare diseases and disorders, with more being discovered each day.

The Rare Disease Society of South Africa is calling on the general public to care for South Africans who have a rare disease.

Rare Disease Day was first launched in 2008, and is held on **28 February** annually across the globe. The theme for this year's **Rare Disease Day** in South Africa is 'care' and encourages everyone in the rare disease community to 'Join Together for Better Care'.

You can support the Society's work by donating R10 to buy a 'Jeans for Genes' denim ribbon from selected stores countrywide (details listed on www.rarediseases.co.za), and wearing their ribbon and favourite pair of jeans on **Friday, 28 February**, or SMS 'Rare' to 38232 to help raise funds for better care.

Oscar von Memerty has been chosen as the 'face' of the 2014 campaign. The 18-year-old hip hop dancer and motivational speaker has overcome the serious physical challenges he incurred as a result of his rare medical condition, MPS 6 (Maroteaux Lamy Syndrome), which is characterised by dwarfism, among other symptoms. He shares his incredible story of courage and raises awareness about rare diseases and their impact on patients' lives as well as the necessity for timeous treatment.

Make your pledge now and make **Friday, 28 February 2014**, your 'Jeans for Genes' day.

For further information:

Email: info@rarediseases.co.za

Web: www.rarediseases.co.za

Facebook: Rare Disease Day 2014 - South Africa

Twitter: @RarediseasesSA

SMS: 'Rare' to 38232

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