

The below can be used to help you reach out to your local radio/newspaper/magazine/TV news outlets or journalists. The more you reach out to news outlets about your story and the Kidney Kar Rally journey you're planning on embarking on, the easier it will be for you to fundraise in your local community.

Why would the media care?

Local media love local stories. They'll be happy to hear what you're doing, why you're involved, if there's a personal connection to kidney disease or you just love a good rally. Don't be shy, they're often looking for stories and will guide you through the process. Plus, Kidney Health Australia's media team are available for any questions or support.

How do I reach out to them?

1. Find out what media outlets are in in your local area (TV, Radio, Newspapers) – they'll often have a website with their phone number or email address, or a free paper left in the supermarket.
2. First try emailing the editor or relevant journalist, using the editable template provided below.
3. Follow up with a phone call if you don't hear back from them within a few days.

Key messages to cover in an interview with media

1. Let them know you're a local.
2. Be transparent and real, and have fun!
3. Don't forget to mention that the Kidney Kar Rally is a fundraiser for Kidney Health Australia, and it's raising money for kids and young people with kidney disease.
4. Tell them how to support you – by donating online at kidneykarrally.org.au

Useful Links

- Fundraising for Kidney Kar Rally: www.kidneykarrally.org.au
- Kidney Health 4 Youth Program (where the money is going!): www.kidney.org.au/kids-and-youth
- 2-Min online Kidney Risk Test (get all your mates to check their risk of kidney disease! 3 in 4 Aussies are at risk!): www.kidney.org.au/risktest

Social Media Links

Facebook:	KidneyKarRallyAust
X:	@KidneyHealth
Instagram:	@kidneykarrally

Fast Facts about Kidney Disease in Australia

- Chronic Kidney Disease affects more than 1.8 million Australians – that's one in every 10 Australian adults – yet it is often unknown and under-diagnosed, with 90% of people unaware they are living with kidney disease.
- Living with kidney disease has a profound impact on the health and quality of life of Australians, with those on dialysis reliant on a machine to keep them alive.
- Kidney transplantation is the preferred treatment for children and young people with kidney disease, as dialysis is a time-consuming procedure that can impact schooling, social activities and mental health.
- Around 80% of young people transition into adult kidney services with a functioning transplant. However, up to 35% of young adults who received a transplant may lose it within 3 years of transitioning into adult services.

- 3 in 4 Adult Australians are at risk of kidney disease.
- 12% of adult death in Australia are kidney related.
- 1 in 6 hospitalisations in Australia are kidney related.
- Kidney disease is set to become the world's fifth leading cause of death by 2040.
- There is no cure for chronic kidney disease.

EMAIL TEMPLATE

Copy and paste the below into an email and add your specific details into the highlighted areas. The more details you provide, the more interested a journalist will be.

Dear editor or Hi [name of journalist],

I'm revving up for kidney disease in 2025!

I'm a local of [suburb/region] and am excited to be taking part in the 2025 Kidney Kar Rally. This event is one of the longest running charity car rallies in Australia, now in its 36th year, the rally aims to raise awareness and much needs funds for Kidney Health Australia's Kidney Health 4 Youth Program. My team [name of team] will be joined by dozens of others driving across New South Wales from Bathurst to Dubbo via Port Macquarie from 36th to 13th September 2025.

I'm reaching out to you to ask for your help and support in raising awareness about the rally and chronic kidney disease, which 3 in 4 Aussies are at risk of, yet only 15% of Aussies have been tested or screened for it. I would love to do an [interview/write up] with you and see if our local community would be interested in helping me raise vital funds for kids living with kidney disease. This is my [X year/first time] participating with my [mate/sister/dad/etc].

I'd be happy to chat with you about the rally, our Kar, what's involved over the 8-day journey, why we chose this rally and why it's such an important event.

Please feel free to contact me on [your phone number] if you would like more information.

Kind regards,
[your name]