



# Global Lyme & Invisible Illness Organisation

Shining a Global Light on Lyme & Invisible Illness

19<sup>th</sup> November 2016

**MEDIA RELEASE**

## **CROP THE MOP ~ BUZZ THE FUZZ: November 30<sup>th</sup> 2016**

Think globally. Act locally. The Global Lyme and Invisible Illness Organisation (GLiIO) is a not-for profit association raising awareness of Lyme Borreliosis and other Vector Borne Illness around the world. This November sees the introduction of their Southern hemisphere Spring fund-raising and awareness campaign - Crop the Mop / Buzz the Fuzz.

Crop the Mop – Buzz the Fuzz will become a yearly campaign, with the concept following on from similar lines in which the Northern Hemisphere Lyme community joined forces to raise awareness of the dangers of ticks and the pathogens they carry in May, which is their last month of Spring. Similarly, this campaign will raise awareness in time for summer in the Southern Hemisphere, and aims to educate the wider community that ticks become more active in summer time, and to be aware of the health issues that may follow after a tick bite.

The date of November 30<sup>th</sup> 2016 was chosen to launch the inaugural campaign as it is a significant one in Australia this year. On this date the final report of the Australian Government Senate Inquiry regarding the 'Growing evidence of an emerging tick-borne disease that causes a Lyme like illness for many Australian patients' is due to be released.

"We are hoping that the only thing being swept away on November 30<sup>th</sup> is hair, and not the need for funding and research into this Vector Borne Illness that is debilitating thousands of people in Australia and around the world." Crop the Mop organiser Karen Smith said.

On November 30<sup>th</sup> 2016, GLiIO founders Karen Smith (Australia) and Lisa Hilton (USA) will launch the inaugural campaign by each 'cropping' approximately 40cm of their long tresses. Once cropped, they will be donating their hair for wigs. Lisa's hair is going to a Cancer organisation in America and Karen's hair will be sent to an Alopecia organisation in Australia.

While the added bonus in this Inaugural campaign is that both founders of GLiIO have hair long enough to be able to donate for wig making, the primary aims of Crop the Mop are to raise awareness of Lyme & Vector Borne Illness; raise funds for projects that GLiIO undertakes; and to help people raise funds for patient care / treatment.

The Lyme community was asked to join in helping make the campaign a success by either, sharing the campaign and spreading awareness, cropping their own mop, or donating funds.

Having no hair to 'crop', Australian Lyme patient, Nurk Daddo, added the 'Buzz the Fuzz' component to the campaign, "For any blokes that want to get involved, where, like myself, cranial hirsuteness may be an issue, I've come up with Buzz the Fuzz - I'm going to join in by shaving off my beard - facial fuzz that has been my friend for 40 years", he said.

"For our inaugural 2016 'Crop' we decided to aim high and set a GLiIO fundraising goal of \$5,000 Australian" said Lisa and Karen. "We also wanted to initiate what we feel is a unique campaign idea, in that not only are people able to help by raising funds for the projects GLiIO undertakes, they are also able to raise funds for themselves, or another person in need."

For example, half the funds raised by Nurk's 'Buzz the Fuzz', will go to Natalie Young (a fellow Parks and Wildlife worker and Lyme patient), with the other half going to GLiIO for projects, such as Red Shoe Day: A Day of Remembrance for all those lost to Lyme & Invisible Illness, Holiday Seasons Wish-list and the Global May Project which raises awareness and connects patients around the world.

“Being involved with the Lyme community for a number of years, we are very aware of the fact that many people struggle with treatment and everyday living costs. We wanted to be able to give back to the people in the community who are constantly raising awareness and helping others, by offering a way to raise some extra funds of their own. Funds raised may go towards the costs of treatment, which is expensive no matter what country you live in, or something simple to raise spirits, such as a pampering session in a Day Spa, which is generally beyond the reach of many patients” Lisa and Karen said.

Videos will be taken of each ‘Crop the Mop’ and ‘Buzz the Fuzz’ and shared on Global Lyme & Invisible Illness Facebook Page.

For more information see:

Global Lyme & Invisible Illness Organisation Website:

<http://www.globallymeinvisibleillness.org/crop-the-mop-campaign.html>

Global Lyme & Invisible Illness Organisation Facebook Page:

<https://www.facebook.com/GlobalLymeAndInvisibleIllnessOrganisation/>

The Go-Fund me Campaign page: <https://www.gofundme.com/crop-the-mop-2w3hkak>

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