



# LifeBlood

News from the Leukaemia & Blood Foundation of New Zealand



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From Ed.

## Please accept our thanks...

This year we have been touched by the hundreds of individuals and sponsors who have been keen to get involved and offer their support to the Leukaemia & Blood Foundation.

Notably, Hilary Barry is now our ambassador helping to raise awareness about blood cancers. Too, Buck Shelford has thrown his weight behind our lymphoma awareness campaign.

Your involvement in events such as Shave for a Cure, Team Tessa, Bell Gully summer law clerks and the corporate support of Farmers, Holden, Hubbards and so many others is our lifeline to continue to assist those living with blood cancers and conditions.

Enjoy reading more about these events in this issue of LifeBlood – and thank you!

**Write to us:** Do you have a comment about this edition of LifeBlood? We are always open to suggestions about this magazine and welcome contributions.

**Attention: The Editor, Lifeblood**  
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### LBF thanks:

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# Finding the right match

Over the years, a wide variety of nationalities have chosen to call New Zealand home. But the country's popularity poses a challenge for the New Zealand Bone Marrow Donor Registry (NZBMDR), particularly as cultures intermingle and have families.

For many of the six New Zealanders diagnosed with a blood cancer each day, a bone marrow or stem cell transplant is their only hope of remission.



The closer the bone marrow is matched to the patient's tissue type, the better the chances of a successful transplant. But, as the NZBMDR's newest member of staff, Jesse Lee Nankivell explains, a close match isn't always easy to find.

**"A donor must share the same ancestry as the patient needing a transplant, so people with, for example, a Samoan mother and a Chinese father, can be a real challenge to match."**

Jesse has been brought on board to lead a drive for new recruits to the Registry. She says: "The best match for a patient is someone in their family, however, only one in three patients in New Zealand has a fully matched family member.

"The next step is to search for an unrelated donor. There are more than 8,000 people on the New Zealand Registry and another 13.5 million on the worldwide registries, but the majority of these are European."

Raewyn Fisher, who runs the NZBMDR, says the Registry is particularly committed to recruiting people of Maori and Pacific Island descent because New Zealand has the highest proportion of Polynesian people in the world.

She is also keen to hear from people with Asian backgrounds – particularly from the Indian subcontinent as India does not have a donor registry of its own.

**She adds: "People need to realise it doesn't matter how far back that ancestry goes – you never know which genes you may have inherited."**

"If you have an ancestor who is Maori, Polynesian or any other New Zealand minor ethnicity, and are aged between 18 and 40 years, we would love to hear from you."



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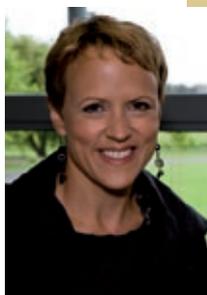
or visit:

[www.leukaemia.org.nz/page/11](http://www.leukaemia.org.nz/page/11)

## LBF first for Hilary Barry

News reader and radio presenter, Hilary Barry, has made Leukaemia & Blood Foundation history by becoming our first ever ambassador.

In this national role, Hilary will help promote the work, activities and events of the Leukaemia & Blood Foundation (LBF), and boost public awareness of the blood cancers and conditions we support.



Hilary has been closely involved with the LBF for over four years, but her appointment as ambassador became official in November 2008, at the launch of Leukaemia Appeal Week.

Hilary marked the start of the annual awareness and fundraising drive by hosting, and acting as MC, at a Lunch for Leukaemia - one of the LBF's fundraising events - at the Villa Maria Estate Winery.

Hilary says: "I have been involved with LBF for the past few years after a colleague of mine at TV3 was diagnosed with leukaemia. She told me that the LBF had quite literally saved her life. The organisation provided her with all the information she needed about her disease and was there with vital support."

She adds: "The work of the LBF in New Zealand is essential in providing support services to a growing number of patients. I'm delighted to be involved."

Pru Etcheverry, Executive Director of the LBF, says the foundation is thrilled with Hilary's new role. "She has generously supported us over the years and we are so appreciative to have her involved in this way."

# Tessa tribute raises vital funds

Saturday 4th April brought ideal cycling conditions for Dave Hunt – sunshine and no wind. Dave and the rest of Team Tessa donned their helmets and mounted their bikes to take part in the Rotorua to Taupo Avanti 100K.

Like most of the nearly 4,000 participants, their aim was to finish in a good time, but Team Tessa also had another goal – they were there to honour their dear friend (and Dave's wife) Tessa Hunt, who died of leukaemia in April 2008.

Cycling enthusiasts Dave and Tessa Hunt had previously cycled the length of Britain in 2000 and 2002, raising money for UK schools.

In March 2007, the active Pukekohe couple decided to cycle the length of New Zealand from Cape Reinga to Bluff.

They had just reached Turangi when Tessa was diagnosed with acute myeloid leukaemia in June 2007. After six months of extensive chemotherapy, Tessa went

into remission that November. "She was positive all the way through," recalls Dave.

**"Life doesn't always serve you up what you want, you never know what's around the corner. Just be positive and go for it."**

In April 2008 the couple resumed their trip, cycling from Turangi to Levin with a new cause – to raise money for the Leukaemia & Blood Foundation (LBF).

But within weeks, they learned from Tessa's specialist that the leukaemia had returned and, sadly, Tessa had only weeks to live. "Tessa still remained positive," says Dave. "Admittedly it had returned but she had

more time to do things." They persevered and reached Wellington before Tessa's condition meant she could no longer ride.

After Tessa died, Dave pledged to finish the ride. He received fantastic support from friends and the community and from that, Team Tessa was born. "The Franklin Hospice people and the community of Franklin showed us so much support; people came out of the woodwork when things weren't going so well."

Nine friends, some of whom had not cycled seriously before, trained hard and with a great support crew set out to fulfil Tessa's dream.

With a van loaned by South Auckland Motors and assistance from the local community, the team was able to finish the 1,100 km ride from Picton to Bluff in January 2009.

The team has raised more than \$32,000 for the LBF.

Dave, who has always been a sports enthusiast, still wants to cycle in more countries, "Life doesn't always serve you up what you want," he admits. "You never know what's around the corner. Just be positive and go for it."



## Students beat the heat to help families

Bell Gully's Summer Law Clerks proved popular with Leukaemia & Blood Foundation patients when they spent a day helping them around the home.

The 36 enthusiastic volunteers weeded, pruned, painted, baked, cleaned and polished to the gratitude and delight of families in Auckland and Wellington.



One patient who benefited from their hard work on 30th January this year had nothing but praise for the students: "These folk worked so hard in the 26 degree heat to weed and tidy up around our house. What a relief it was to see the transformation."

The volunteer day offers students the opportunity to give something back to the community and is designed to broaden the traditional experience of a summer clerk at a corporate law firm. It is the second year running that Bell Gully has chosen the Leukaemia & Blood Foundation (LBF) as the beneficiary charity.

The summer clerks thoroughly enjoyed their day and the LBF received lots of positive feedback, with one student commenting: "It was really satisfying that something we could do in a day made so much difference."

## Patients embrace cyber support

A ground-breaking online community for haematology patients is providing a much-needed support lifeline, say users.

Since the Leukaemia & Blood Foundation (LBF) launched LifeBloodLIVE in September last year, patients, families, carers and friends have been keen to post their views.

Feedback shows they really value the opportunity to share their stories and feelings, ask questions, and connect with people going through similar experiences.

Amy Munro, LBF Support Services Manager, explains: "The forum started because we received a lot of requests for peer support. Some of these people may not attend our regular education and support programme sessions because they work, don't live in an area where the programmes are offered, or just don't feel comfortable discussing these issues face to face."

She adds: "The great thing about the forum is it offers confidentiality and people can receive support in their own homes. They can simply visit the community and surf through the range of comments posted. Or, if they want to make their own post, they need to register. We offer them the option to publish their own name with their comments – even add their photo to personalise their ID - or they can adopt an alias to maintain their privacy.

"It's up to them – our aim was always for ownership of this forum to sit with the patients. We are just here to provide support if needed."

The community is moderated daily by the LBF's Support Services team, which keeps a friendly eye on the posts and facilitates the registration process to ensure spammers are kept at bay.

And according to Amy, she and her colleagues already consider the forum

an important part of their support network for patients and their families; in fact, it's not only patients and their families who are benefitting from the new website.

She explains: "All my team are learning hugely, including how keen people are to support each other – some participants post every day or week.

"It's great to know we are fulfilling a need in the haematology community. When you are a patient there is only one set of people who really understand what you are going through, and that's other patients.

"It's been so lovely to watch relationships forming, friendships building, and people sending each other cyber hugs online! And we have seen posts and received emails saying 'hey, thanks for setting this up!'"

On the website, users can post messages in a general forum, one for carers and families, or they can choose from a range of disease-specific forums.

There is also a special section called 'Ask the experts' which will host occasional live chats with guest speakers, including specialist doctors and other health professionals.

**The online community, which can be found at [www.LifeBloodLIVE.org.nz](http://www.LifeBloodLIVE.org.nz) is continually evolving, with further enhancements planned for the website in the coming months.**



# Altruistic artists show their true colours

**A dazzling array of canvases was snapped up by art lovers at a very special charity auction in aid of the Leukaemia & Blood Foundation.**

And while the works went under the hammer, the 13 artists who created them bravely went under the razor to lose their locks.

The event, held at Takapuna's Bruce Mason Centre on Tuesday 3rd February, was a great success and the NZ Art Guild members involved raised more than \$20,000 for the Leukaemia & Blood Foundation (LBF).

Half of that total was raised by top New Zealand artist Sofia Minson, who dreamt up the innovative 'Shave an Artist' fundraiser.

Sofia says: "A friend of mine had decided to do the LBF's Shave for a Cure and that's what gave me the idea. I thought, 'this is something I would really like to do', but I was keen to make it personally significant, with an art angle."

Sofia approached Sophia Elise, Manager of the NZ Art Guild, which is funded by Creative NZ. Sophia "took on most of the work" as the pair developed the concept.

They were delighted with the number of guild members willing to donate work and shave, while others were keen to take part in the month-long art exhibition that followed the auction.

"We chose the theme Life for the auction and exhibition, because we felt it could be interpreted in so many ways and 'life' was what we were trying to support," Sofia recalls.

Sofia was the first to have her head shaved, followed by 17 others. The artists included Jennifer Christiansen, Marimba Powley, Helen Sherrock, Sharlene Shmidt, Juliet Cryns and Victoria Anderson and they were joined by friends and members of the public.

In addition, North Shore City Mayor Andrew Williams, who officially opened the event, won an opportunity with a bid of \$200 to shave MP Rodney Hide's head.

Greenhithe abstract artist, Victoria Anderson, discovered some of the people sponsoring her shave had family members with cancer. She says: "One woman sponsored me quite a lot. Her husband died of leukaemia."

Jennifer Christiansen dedicated her shave to two friends, Wayne Brewer and Jason Hohneck, who both passed away from cancer within two months of each other in 2007.

"I was so honoured to have Wayne's mum and sister surprise me on the night, as they came to show their support. After speaking to them I remembered why I was there and realised that losing my hair was such a small price to pay for such an awesome cause."

**See page 10 for more memorable moments from this year's Shave for a Cure.**



## Buck shares lymphoma lessons

**Rugby legend, Buck Shelford, is well aware just how little we know about the blood cancer lymphoma – his diagnosis in May 2007 was the first time he had heard of the disease.**



So the former All Black was happy to throw his weight behind the Leukaemia & Blood Foundation's ongoing campaign to raise public awareness.

Recalling his own experience, Buck says: "I visited my GP after being irritated by a persistently watering eye. I was given some eye drops and saw no improvement so I went to see an optometrist who found a cyst. They performed a small operation and the biopsy showed lymphoma, which I had never heard of."

Lymphoma is the sixth most common cancer in the country, affecting about 800 people every year. A cancer of the immune system, it has an incidence rate four times higher than cervical cancer and kills more people than melanoma. Certain types of lymphoma can prove fatal in as little as six months.

But lymphoma can be difficult to diagnose as it presents in many different ways. The most common symptoms are swelling in the neck, underarm region or groin, unexplained weight loss and tiredness.

Buck encourages people to be vigilant. "If you notice something is wrong, do something about it and get it checked out as early detection can make a big difference."

To increase public knowledge about lymphoma, the LBF takes part in World Lymphoma Awareness Day (WLAD) on 15th September each year. Last year's activities included a fun online quiz to help people learn more about the disease – [www.knowyournodes.org.nz](http://www.knowyournodes.org.nz).

## Medical file



BY DR BART BAKER  
– CONSULTANT  
HAEMATOLOGIST  
FOR MID CENTRAL  
HEALTH.

# Multiple myeloma

## Exciting research and treatment developments could mean better outcomes for patients

### WHAT IS MULTIPLE MYELOMA?

Multiple myeloma, or myeloma as it is commonly known, is a cancer of the bone marrow cells, called plasma cells, which are responsible for producing antibody proteins to fight infection.

The disease can affect patients in a number of ways. For some, pain becomes a major feature as the myeloma cells damage the bones. Sometimes even minor incidents can cause fractures, and crushed vertebrae in the spine are not uncommon.

For others, kidney problems can occur because abnormal antibody proteins produced by the myeloma cells can damage the kidneys.

Other problems that the disease can cause include anaemia, increased blood calcium levels, and an increased risk of infection.

At the moment, we divide myeloma into two categories – “symptomatic”, which requires immediate treatment, and “asymptomatic”, where we can afford to monitor the situation until it starts to cause trouble. Around 10 percent to 15 percent of cases are asymptomatic.

However, one of the thrusts of current research is to further divide cases into sub groups. This isn’t fully evolved yet but more precise classification, based on the genes that are disrupted in the myeloma cells, should lead to tailored treatments, instead of everyone being treated the same.

### WHO IS AT RISK?

Around 250 people are diagnosed with myeloma in New Zealand each year, around 56 percent of whom are male. The majority of patients are middle aged or elderly, with an average age of about 65-70.

While we still don’t know what causes

myeloma, there is evidence of a racial predisposition, which might imply a role for genetic factors. For example, in the USA, African Americans have a higher chance of developing myeloma than Caucasians and we are interested in the possibility that Maori and Pacific Islanders may be at greater risk in New Zealand. However, it’s not a disease that tends to run in families.

Statistically we don’t appear to be seeing an increase in the incidence of myeloma; however, some haematologists are aware of an apparent increase in younger people being diagnosed, although it is not clear whether this is a real phenomenon.

What is clear is that, with new treatments available, patients with myeloma are living longer so that we are managing more patients with this disease than we did a few years ago.

### TREATING MYELOMA

There are a number of different treatments we can use, depending on the patient’s age and other health factors.

In younger, fitter patients, we will offer quite intensive chemotherapy, followed by a stem cell transplant using the patient’s own stem cells. If this intensive approach isn’t an option because of age or other medical problems, we might use more gentle chemotherapy with fewer risks and side effects.

Our goal of treatment is to gain control of the disease, which can lead to a treatment-free period, hopefully lasting for some years.

When the myeloma becomes active again, we have a number of other tricks up our sleeves these days and can use them one after the other, adjusting them to suit the patient.

One of these is the drug Thalidomide, which has been one of the greatest treatment

advances in recent years. It provides a great back-up option, although we are currently not allowed to use it as a first line treatment in New Zealand. Thalidomide is also very effective in combination with other drugs.

Occasionally we will recommend a transplant using someone else’s stem cells (usually a brother’s or sister’s) but this type of transplant is very risky and we generally only recommend it in very young patients with disease that is difficult to treat with simpler therapies.

### MYELOMA – THE FUTURE

The way we treat myeloma has changed dramatically over the past five to 10 years and there are some exciting advances on the horizon. These include two new potent drugs, which, unfortunately, are currently only available to New Zealand patients through clinical trials. Bortezomib and Lenalidomide (trade names Velcade and Revlemid) are showing exciting results in overseas studies, both in initial treatment for newly diagnosed patients and as back-up treatment.

There are numerous other drugs still at the developmental stage and it will be interesting to see whether stem cell transplants will still be required as these other, highly effective, treatments become available.

Patient outcomes should continue to improve as the number of treatment options increases. Our ultimate goal is, of course, a cure. While we do not believe our current treatments can generally cure this disease, myeloma has become a form of chronic disease which we can usually control for many years with intermittent therapy, followed by treatment-free periods. Further advances, including combinations of new drugs, may eventually make the dream of a cure for myeloma a reality.

## Patient story



# Sid and Myra living “for today”

When Sid Hider’s multiple myeloma was at its worst, even driving over a speed bump resulted in tears of pain.

**Multiple myeloma is a cancer of the plasma cells in the bone marrow. Tumours are formed, thinning the bones, which can lead to lesions and fractures.**

In fact, in Sid’s case it led to two broken ribs after he enjoyed a good laugh at a country music concert and ultimately led to his diagnosis more than seven years ago.

At that stage, Sid was just 53 and working as a structural draftsman.

He says: “When I first heard the diagnosis I felt relieved; at last I could put a label on it. Then afterwards Myra and I looked up ‘multiple myeloma’ in a medical book and I saw the words ‘cancer’ and ‘no cure’...

**“That first week was very traumatic but I realised it was decision time. I looked in the mirror and said, ‘I am going to fight it. I’m going to be a survivor’.”**

Myra also found it tough but Sid’s first chemotherapy session proved a real turning point for them both.

Myra says: “We met a woman who had been living with myeloma for 14 years – she’s been our inspiration.”

Sid, 61, has also drawn great comfort from the support and education programmes offered by the Leukaemia & Blood Foundation (LBF).

Recalling the first meeting he attended, Sid says: “I suddenly felt I was normal! I have received tremendous support and care from my myeloma mates and over time I have supported others wherever I can.”

He adds: “The LBF is a real safe house and has provided invaluable advice and support. And the new online forum, LifeBloodLIVE is great; I would really encourage people to use it.”

By the time he was diagnosed with multiple myeloma stage 3 IGG Kappa, Sid’s skull, neck, shoulders, ribs and spine were affected and several vertebrae had collapsed.

**Sid started chemotherapy and was given morphine for the pain. “The chemotherapy made me very emotional. In fact, during those first three months I quickly learned two things - how to say ‘no’ and how to cry,” he recalls.**

After a good response to chemotherapy, his consultant recommended a stem cell transplant and Sid’s own cells were harvested.

The transplant took place at the end of November 2001 and three weeks later Sid returned home, eight kilos lighter and very fatigued. His strength slowly returned as he set himself small physical goals.

**He says: “I knew the aim of the treatment was to get me to the plateau stage – you don’t go into remission with myeloma.”**

But just as he reached that plateau, one of Sid’s friends from the LBF myeloma support group lost his battle with the disease.

Sid says: “I just didn’t know what to do. I had never thought any of them would die.” Thanks to counselling, he now has a routine he follows each time it happens – and there have been more deaths over the years.

In May 2002, Sid returned to work part-time, then full-time a couple of months later.

**He says: “I feel my work has been an important part of my recovery process. Myra and I also travel more. It’s very important to live in the ‘now’; tomorrow’s another day.”**

That philosophy proved helpful when, in September 2006, doctors discovered another myeloma tumour in Sid’s left arm that had shattered his humerus.

Radiation therapy helped lower Sid’s IGG levels but, in October 2007, a pain in his right arm led to an x-ray and confirmation that myeloma was present again.

The consultant suggested a second stem cell transplant, which was successful, and Sid reached another plateau stage – although he has been warned it is likely to last a shorter period.

**Sid admits: “I’m not ignorant of what will happen when I’m out of this plateau stage but I will deal with it then. I am living with this cancer; I’m not dying from it.”**

Sid and Myra’s close relationship has proved a great source of strength for the couple.

“We very much work as a team. Your relationship can’t survive something like this unless you have love – we have grown closer, I really didn’t think we could,” says Sid. “Together we can accept change...”

**To learn more about Sid’s multiple myeloma experiences, please visit [www.leukaemia.org.nz](http://www.leukaemia.org.nz).**

# Building for the future with Farmers

Farmers and the Leukaemia & Blood Foundation are celebrating the first anniversary of an exciting partnership which has raised precious funds and awareness for the LBF.

The department store became an official partner in May 2008 and since then has raised more than \$330,000 while keeping shoppers informed about the vital support we provide.

Pru Etcheverry, Executive Director of the Leukaemia & Blood Foundation (LBF), says: "I genuinely love the involvement with Farmers and I am constantly surprised by their deep level of engagement, support and inventiveness – they are such great people who really understand our work.



**“And they become involved at every level; for example, one manager I met was manning a stall outside her store, handing out information about the LBF!”**

Commenting on the incredible energy the Farmers team has invested in its fundraising, Pru adds: "It's fair to say that these are challenging times and to have Farmers partnering with us gives us tremendous reassurance.

“Their very, very significant and meaningful contribution has given us a lot of confidence to continue with the programmes we have in place.”

The partnership was launched during Farmers' Queen's Birthday Sale last year when shoppers were asked to add a gold coin donation to their purchases. Farmers then amazingly matched the donations dollar for dollar, raising a wonderful \$226,180!

And Christmas came early for the LBF in November during Farmers Santa Parades in Auckland and Hamilton. Both cities were packed with families eager to enjoy the festivities and LBF staff, volunteers and patients were out in force, many dressed as clowns, collecting to raise money for our Support Services.

**Pru explains: “It wasn't just about the money raised; so many people on the parade routes got to learn about us and the work that we do and the atmosphere was electric.”**

The LBF also benefitted from the Farmers Santa Bears and the fashion giant's seasonal goodwill didn't end there. Teams at Farmers Support Office were challenged to dream up fundraisers. Ideas included a Christmas auction of donated prizes, 'kidnapped' staff that were released upon payment of a ransom, and a kids' disco. The public were also able to bid on TradeMe for a range of goodies, including a pair of 'Jockeys' signed by Daniel Carter! Farmers then matched the amount raised, dollar for dollar, bringing the total to an incredible \$77,028.

**Farmers has also been a wonderful advocate for the LBF; staff got right behind World Lymphoma Awareness Day in September last year, with posters in each store promoting the online lymphoma quiz, [www.knowyournodes.org.nz](http://www.knowyournodes.org.nz), and flyers handed out to shoppers.**

Last but not least, we were delighted to have Farmers kick off our annual signature fundraiser, Shave for a Cure, in March this year. Keri Smith, Manager of the Porirua Store, launched the week by bravely having her head shaved live on TV3's Sunrise; the first time her hair had been cut in eight years.

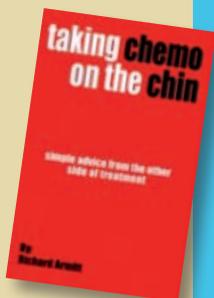
**For more Shave 09 fun, see page 10.**



*Keri (right) clutches the tresses that took her eight years to grow.*

## BOOKS

### Tackling treatment with honesty and humour



Richard Armit's new book, *Taking chemo on the chin*, is packed with useful advice on how to stay positive during cancer treatment and emerge "a battle scarred survivor".

Patients diagnosed with a blood cancer or condition may undergo a myriad of feelings - one of which can be fear. Richard's book is based on his own experiences of dealing with the physical and emotional aspects of a lymphoma diagnosis and its treatment.

Copies can be borrowed from the **Leukaemia & Blood Foundation Support Services resource library** or are available to buy at [www.koru-cottage.com](http://www.koru-cottage.com)

### Transplant process demystified

Our series of popular information booklets continues to grow with the introduction of two new titles on transplants.

The first, *Allogeneic Stem Cell Transplants*, deals with receiving a transplant from a donor (either sibling or unrelated).

The second, *Autologous Stem Cell Transplants*, focuses on transplants using a patient's own stem cells. Prior to their publication, there were no standardised New Zealand-based texts on transplants available for patients and families.



For your free copy please contact the **Leukaemia & Blood Foundation** on **0800 15 10 15** or email [lbf@leukaemia.org.nz](mailto:lbf@leukaemia.org.nz).



# Support Services

## Team update

### PROVIDING A FRIENDLY EAR

Discovering you have a blood cancer or condition can be an overwhelming experience, as can the months, and sometimes years, of treatment that lie ahead.

One of the key strands of our Support Services work is to be there when patients and their families need someone to talk to, whether it's over a cup of tea or at the end of the phone.

So we were delighted to spend a day in training with Tania, a trainer and supervisor from the telephone counselling service, Lifeline.

She coached us about how we could improve communication with patients and their families and we touched on some of the areas people might need help with. We were really pleased to discover we already possessed a number of the skills she discussed, and it was a great opportunity to formalise them and learn some new ones!

### LBF REGIONAL OFFICES WELCOME FIRST PATIENTS

In the last edition of LifeBlood, we announced new Leukaemia & Blood Foundation (LBF) premises had been opened in the Central and Southern Regions. Well, since then, thanks to a generous grant from Southern Trust, we have comfortably furnished our Christchurch office and held the first group meetings there.

Christine, our Southern Region Support Services Coordinator, has found it invaluable having an office so close to the hospital and patient accommodation. She has also received great feedback from the myeloma and lymphoma groups that have met there and says they are keen to come back. The myeloma group meets for an information / education night every second month,

while the lymphoma group meets monthly for morning tea.

Lisa in the Central Region really enjoys working in such a visible location and already has patients popping in to see her in the Wellington office.

Feel free to phone Lisa or Christine on **0800 15 10 15** if you'd like to make an appointment to visit.



### NEW EDUCATION AND SUPPORT PROGRAMMES FOR THE CENTRAL REGION

The first meeting of a new haematology patients' group in Palmerston North was held on Saturday 9th May with lymphoma survivor and author Phil Kerslake as guest speaker.

Clinical trials were on the agenda when a new group launched on Saturday 6th June in Palmerston North for myeloma patients and their families.

Meanwhile, the recently launched Wanganui haematology patients' group held a meeting on Tuesday 9th June.

If you are interested in learning more about these groups, please call Lisa Speedy on **04 389 3774** or **0800 15 10 15**.

Shave diary

# Shave 09

Wow, thanks to you, Shave 09 has been an incredible success. We've raised an amazing \$450,000 and over 1,150 bold New Zealanders have taken part – and it's not over yet!

A very heartfelt thank you to all those who clipped, coloured or shaved their way through Shave for a Cure Week, 9th to 15th March. Read on to see some highlights. Thanks also to the generous donors who sponsored them.

It's never too late to sign up for Shave 09 and help us reach our target of 10,000 shaves – that's one for each person living with a blood cancer in New Zealand today. **Just visit [www.shaveforcure.org.nz](http://www.shaveforcure.org.nz).**



Newstalk ZB host Danny Watson had his long locks lopped off live on air and raised more than \$22,000. In the process, Danny earned himself the title of biggest individual fundraiser of 2009! The talkback host, who had set a challenging \$13,000 fundraising target - \$1,000 for each year spent growing his hair - exceeded expectations when long time listeners, including celebrity salon owner Rodney Wayne and the Mad Butcher, demonstrated tremendous support.

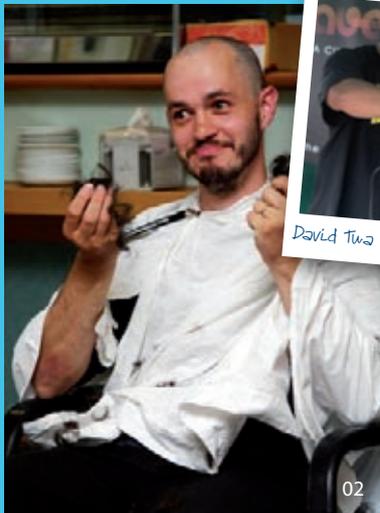
Hubbards Foods owner, Dick Hubbard, and CEO, Doug Paulin, were joined by 13 people from Hubbards and Twin Agencies when they shaved their heads. They received approximately \$7,500 in sponsorships and prize donations for their raffles. The total was matched by Hubbards to achieve a grand total of \$15,000.



Heavyweight boxer and world title contender, David Tua, was happy to give Bunnings employee, Andrew Grant, a quick trim at Bunnings Head Office in Mt. Wellington to kick off the company's Shave event. It coincided with Bunnings' community fun day and was held in 15 locations throughout New Zealand including Hamilton, Auckland, Rotorua and Nelson, raising \$15,296.



Enterprising Rowan Kyle's fun sign drew the crowds in Napier and he ended up having his Shave featured on More FM radio. Rowan, who has already been dubbed 'Mr Potato Head' by pals, raised more than \$800.



Palmerston North's AgResearch Grasslands raised more than \$1,000 with their shave and the team of five taking part had their friends in stitches with their interim hairstyles. (01 & 02 pictured above)

Six of the team at our advertising agency Ogilvy (03 pictured above) shaved, cheered on by a crowd of supporters. Ogilvy very generously provided pro-bono creative for our Shave 09 campaign and hugely assisted by securing heavily discounted rates for printing and advertising.

There was nothing fishy about Sealord's Shave in Nelson. The seafood company had six employees shaving, including Jo Campbell and they raised more than \$3,500 between them.

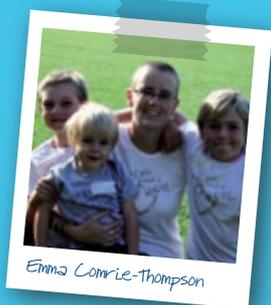


When Waihi resident Glynn Beauchamp decided to shave, her local RSA was quick to get right behind her and she was joined by 17 brave companions. Glynn's husband, Dave, was diagnosed with chronic myeloid leukaemia two years ago and the pair has been receiving support from the LBF. So far, they have raised more than \$2,250.

Holden staff gathered over lunch to watch their brave Managing Director, Simon Carr, boldly represent the company and put his hair on the line for Shave for a Cure. Holden are long-term supporters of the LBF with the provision of vehicles for LBF's four Patient Support staff.

When Hayden Glass and Julia Jack from Vodafone cropped their locks for Shave 09, they raised a 'fonetastic' \$11,000. The funds included a generous donation of \$5,747 from the Vodafone Foundation. Hundreds of Vodafone staff turned up to watch Julia shave for the first time and Hayden lose the dreadlocks he had grown for seven years.

Among the eight brave shavees at Auckland's Metrowater was someone with a very special reason to take part. Emma Comrie-Thomson was nanny to the three sons of Struan Barty, who sadly lost his battle with lymphoma last year. The boys were present to watch her shave (pictured).



Emma Comrie-Thomson

When Western Springs College in Auckland decided to hold a shave there was no shortage of volunteers. Nineteen people, including students, teachers and family members, joined the fun. The organisers were students Rhiannon Dilworth, 15, and Matthew Jeffries, 14 - Rhiannon raised close to \$700 alone, while Matthew got his whole family involved. So far the group has raised \$3,000 and is still going strong.



Western Springs College students

Hip hop band Smashproof, who recently enjoyed a No.1 hit with Brother, took time out of their busy schedule to shave live on air at Mai FM studios.



Hip hop band SmashProof

MetService staff in Lower Hutt supported their Shave raising \$4,374 which was matched by the company — to a total of \$9,140. MetService also generously placed a Shave 09 ad on their website free of charge.

**And finally.....**

A special thanks Pahiataua. When hairdresser Karyn Knight decided to shave, she offered free shaves to anyone who joined her — nearly the whole town took her up on the offer! The town raised close to \$5,000; \$2,000 of which was raised by Karyn.

**For more information on how to be part of the shaving action please visit:**  
[shaveforacure.co.nz](http://shaveforacure.co.nz)  
**or phone:**  
**0800 15 10 15**



## Malcolm Law certainly doesn't do things by halves

**Not only does he plan to tackle the seven New Zealand mainland Great Walks, at a run, he also plans to complete them in seven consecutive days!**

His epic journey will be the equivalent of running nine off-road marathons and climbing Mount Cook twice, all within a week.

Malcolm will run the 360km of mountainous terrain in November / December this year in a bid to raise \$50,000 for the Leukaemia & Blood Foundation in memory of his brother, who died of leukaemia at the age of 13.



**Frucor Beverages are sponsoring Malcolm's 'Mizone 7 in 7 Challenge' and you can help by sponsoring him at:**  
[www.seveninseven.org.nz](http://www.seveninseven.org.nz).

## Historic Holden auctions

**Holden, a long-term and valued partner of the Leukaemia & Blood Foundation, has raised valuable funds for our work through a series of TradeMe auctions.**

On 13th to 19th April, Holden auctioned V8 Supercars memorabilia, including an exclusive experience with V8 Supercar driver Jason Richards, Greg Murphy's 2008 team uniform and a Holden Racing Team jacket signed by 14 drivers from the 2008 V8 Supercars series. The 13 items raised a grand \$4,449.

A big thank you to all those who supported the Holden \$1 Reserve Auctions on TradeMe for two brand new cars – a Holden Astra SRI Turbo and a 60th Anniversary Holden Commodore SS V-Series.

This was the first time new cars had been auctioned like this and the profit was donated to our Support Services to aid patients and their families across New Zealand.



**If you're looking for great deals on a Holden, please visit [www.holden.co.nz](http://www.holden.co.nz).**

**HOLDEN**

# Home is where the heart is...

The housing market may have faced a few challenges lately, but organisers of a very special property auction kept their fingers crossed for a good turn out on Saturday 23rd May.

A house donated by G.J. Gardner Homes went under the hammer for a major fundraising project undertaken by the Rotary Club of Auckland East.

The Leukaemia & Blood Foundation was delighted to be chosen as one of the major beneficiaries of the sale, along with the Life Education Trust and the Motor-Neurone Disease Association.

The 'ready to live in' relocatable home was built by a team of dedicated, expert volunteers at the Stonefields development near Remuera, Auckland.

The proceeds from the auction will be donated to the charities. Find out how much was raised in our next edition of LifeBlood.



## Everyone's a winner!



The Leukaemia & Blood Foundation (LBF) is raising funds by selling the 2009/2010 Entertainment™ Book. Priced at \$65 for Auckland, \$55 for Wellington, \$50 for Hamilton/Waikato, and \$65 for Christchurch, the LBF receives 20 percent from every sale to help us support patients and families.

The book offers serious savings – 25 percent to 50 percent off or 2-for-1 offers - on many restaurants, hotels, attractions, sports and leisure activities. Valid until June 2010, you can enjoy savings of more than \$10,000.

To buy your Entertainment™ Book, email [lbf@leukaemia.org.nz](mailto:lbf@leukaemia.org.nz), or call 09 638 3556. Books are also available from the LBF National Office at 6 Claude Road, Epsom, Auckland, or can be mailed to your home for an additional \$5.00 p&p.

## \*Upcoming Events

### Golf Marrowthons

15 OCTOBER 2009 – CHRISTCHURCH

12 NOVEMBER 2009 – AUCKLAND



The LBF's 100 Hole Challenges are proving as popular as ever with two planned for 2009. They offer a great excuse to enjoy some fresh air and exercise while raising money for a great cause. Places will be limited so please visit [www.marrowthon.org.nz](http://www.marrowthon.org.nz) to put your name down and find out more about these fun-packed fundraisers.

## Find out more in our next edition of LifeBlood...

The Leukaemia & Blood Foundation calendar has been mighty busy lately, with many of our iconic and much-loved events drawing record-breaking participation.

Wig Night Out returned to Auckland on Friday 29th May when partygoers dressed in wigs of all shapes, colours and sizes danced the night away at Fu Bar and its new sister venue Zen. The event, which is the brainchild of Chinda Uch whose sister is being treated for leukaemia, raised nearly \$1,000.

On Saturday 23rd May, 365 firefighters and 57 auxiliary participants, a total of 422 people, took part in the Firefighter Sky Tower Challenge (in association with SKYCITY and Auckland Airport). The event raised \$148,000 for the Leukaemia & Blood Foundation (LBF).

On Saturday 18th April, our classic SKYCITY Dining for a Difference fundraiser attracted a bevy of New Zealand's most respected celebrities. They included former All Black Buck Shelford, TV3 personality Hilary Barry, former TV presenter John Hawkesby, and fashion designer extraordinaire Denise L'Estrange-Corbet, while New Zealand's very own Dave Dobbyn provided entertainment. The result was an incredible night, which raised more than \$160,000 for the LBF.

**For more on these fun-filled fundraisers, don't miss our next edition of LifeBlood.**

To make a \$25 donation CALL 0900 6 20 20. Donations can also be made online at:

[www.leukaemia.org.nz](http://www.leukaemia.org.nz) All donations over \$5 are tax deductible

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**0800 15 10 15**