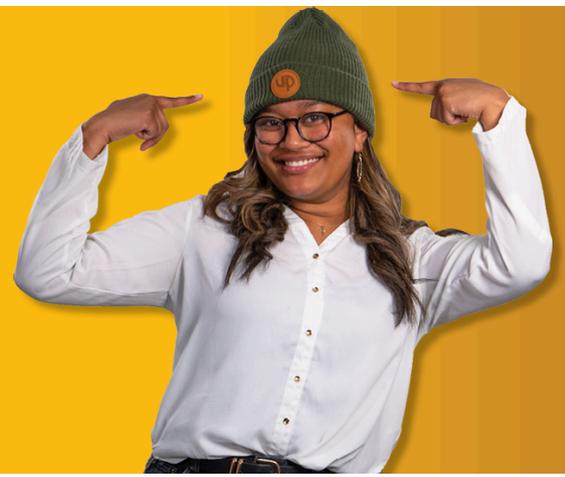




BEANIE UP
wear one, share one



Welcome to a very special edition of your Stroke Foundation newsletter! We're excited to share with you that Beanie Up is BACK for another year. This issue will explain what Beanie Up is, the special twist introduced this year to help even more people, and how you can get involved. It's the cosiest way to make a difference this winter.

What is Beanie Up?



Beanie Up is a campaign that raises awareness of stroke and raises funds for the Stroke Foundation of New Zealand. Proceeds from purchased beanies go towards critical stroke services in New Zealand. These services include providing free pulse and blood pressure checks to the public, promoting F.A.S.T., training

communities on stroke, telehealth support for people affected by stroke, and advocating for improved services and care for stroke survivors.

[Visit the Beanie Up website](https://beanieup.co.nz)

Wear One, Share One



This year's "Wear One, Share One" campaign makes it easy to support as many people as possible, without breaking the bank. Instead of buying a beanie for yourself - or as well as getting your own beanie - you can choose to share the warmth this winter and donate a beanie.

Profits from beanie sales will still go towards funding stroke services in New Zealand, and donated beanies will be distributed to people in need.

[Learn more about Beanie Up's charity partners](#)

Adrian's story.



Adrian Carr was only a few days away from celebrating his 69th birthday when he experienced three strokes.

"I've beaten stroke this time and it's reminded me that life is short," he says. "I can't help but be positive thinking about how lucky I am to be alive."

Adrian and his family celebrate Beanie Up this year, reflecting on the importance of family and support, especially after a stroke.

[See more about Adrian's story](#)

Thanks Edna for supporting Beanie Up ❤️



Edna Swart, Founder & Creative Director at ed&i body, was only 14 when her mother experienced a stroke, so she understands the huge impact it can have on a family. Edna has been an ambassador for the Stroke Foundation for several years and is proud to support Beanie Up again this year.

There is a limited edition Beanie Up beanie and headband available on her website, with 100% of profits donated to support stroke services in New Zealand.

[Get your limited edition Ed&I Beanie Up beanie here](#)

Your challenge:

Share your beanie pics with us 📷 📱

We want to see you in your beanies! Upload a photo of yourself - or a furry friend - representing Beanie Up to Facebook or Instagram, then tag us and include the hashtags #BeanieUp and #WearOneShareOne.

Keep an eye on our channels and you might see your picture reshared!



[Get your beanie here](#)

Share the warmth this winter - get in quick by buying your beanie and donating to your chosen cause before we sell out!

Noho ora mai, stay well

A handwritten signature in black ink that reads "Jo Lambert".

Jo Lambert

Chief Executive Officer | The Stroke Foundation of New Zealand