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Eden Park calls for Kiwis to show support to host the Sir Ray Avery Foundation LifePod Appeal

Eden Park is set to play host to a star-studded Sir Ray Avery Foundation LifePod Appeal next Waitangi Day and is urging locals and New Zealanders to voice their support.

The event will be a celebration of Kiwi ingenuity and innovation to launch the Foundation's first Live Aid style 'Heartbeats Concert' event in Auckland with the overarching aim of saving the lives of one million babies.

The Eden Park Trust has applied to Auckland Council for resource consent to hold a concert as part of the event, which will be headlined by a globally renowned artist. The Eden Park Trust has requested that the application be publically notified. Public submissions on the application can be made through the Council's website following its notification in the coming weeks.

It is hoped proceeds from the event, which will include a broadcasted telethon, will secure much-needed funding of \$4 million to produce 2,000 LifePods – the incubator invention of Sir Ray Avery produced at a fraction of the price of alternatives.

Eden Park, New Zealand's national stadium, has partnered with the prominent philanthropist to host the event. CEO Nick Sautner says, "The artist has selected Eden Park for its iconic status, seating capacity, transport connectivity, proximity to the city and facilities available for all demographics attending. We can't wait to bring this very worthy event to life for Auckland and New Zealand."

The LifePod Appeal will be held on Waitangi Day 2019 (February 6th), a day which celebrates the founding of our country as well as what it means to be a Kiwi.

Former New Zealander of the Year Sir Ray Avery says that is no coincidence, "This is an opportunity to present New Zealand technology and our big-hearted efforts to the world stage by bringing an iconic international artist to our country and showcasing our own local Kiwi acts, which is invaluable."

"On this special day we would like to show the world that Kiwi's care and have banded together to save one million babies across the world", says Avery.

Each incubator funded through the event will bear the message 'A gift from the People of New Zealand' and will be shipped to lesser developed countries where these machines are not available to save dying premature babies.

"If any of our neighbours or nearby residents have concerns about this fantastic LifePod Appeal, we urge you to make contact with Eden Park. We will meet with you to discuss how we can work together to make this vision a reality for New Zealand and the world", says Sautner.

Support for the charity event has been widespread, including Auckland Mayor Phil Goff, Auckland Council CEO Stephen Town, Auckland Councillor Christine Fletcher, Auckland RSA, local residents of 'The Hood – Eden Park Supporters' Club' and local business associations.

Both Eden Park and the Sir Ray Avery Foundation hope New Zealanders will make their support public in the coming weeks as the event logistics are worked through.

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About Eden Park

Eden Park is New Zealand's national stadium and a globally-iconic sporting arena, located in central Auckland.

Its rich sporting history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby. A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year.

About Sir Ray Avery

Sir Ray Avery GNZM is a successful Scientist, Author, inventor, entrepreneur, philanthropist and start-up investor.

Ray is an internationally recognised charismatic and entertaining public speaker who challenges everyone to "Dream Big" and develop game-changing disruptive thinking strategies.

A former street kid, Ray went on to become an internationally recognised scientist and entrepreneur and Knight of the realm.

Sir Ray uses disruptive technology and thinking to develop game changing businesses provides companies with the tools to create a culture of innovation.

Working throughout Africa and Asia and exposed to the raw and real shortcomings in healthcare, Ray was determined to use his knowledge of Pharmaceuticals, Science and Product Design to tackle big health issues endemic throughout the developing world at a very practical sustainable level.

Today, an international network of scientists, technologists together with New Zealand companies and Nobel Laureates' support him and somehow everyone finds themselves donating their time and knowledge for free and they are rewarded by making a difference.

Ray has invented the Acuset IV Flow Controller which was a finalist in the 2008, Saatchi & Saatchi World Changing Ideas Award, and Proteinforte - a revolutionary treatment for Protein Energy Malnutrition and the low cost LifePod infant incubator specifically designed for use in the developing world.

In January 2011 Sir Ray was appointed a Knight Grand Companion of the New Zealand order of Merit which is the highest order of the New Zealand Knighthood honours.