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## **RSA leads LifePod Appeal charge at Eden Park**

The Royal New Zealand Returned and Services Association (RSA) has stepped up to support Sir Ray Avery's LifePod Appeal to be held at Eden Park on Waitangi Day, 2019.

The Live Aid style concert will feature a star-studded cast including a performance by an unrevealed music icon who has never before performed in New Zealand.

The Eden Park Trust has applied to Auckland Council for resource consent to hold a concert as part of the event. The application has been publicly notified and submissions can be made through the Council's website from today.

"When the Auckland RSA advised me that not only the Auckland branch was throwing its weight behind the appeal but also the RSA nationally, it was incredibly humbling. We owe these guys and their mates that never made it home an incredible debt of gratitude. In both world wars, per head of population, we gave more young men to the theatre of war than most countries and these comrades are still up for a fight", says Sir Ray.

The charitable event aims to raise \$4 million to produce 2,000 LifePod incubators and save the lives of one million babies. LifePods are the incubator invention of Sir Ray Avery produced at a fraction of the price of alternatives.

The oldest RSA in the country says supporting the appeal is a no-brainer, "We're behind you every step of the way Sir Ray and we never retreat. To be able to save one child's life is wonderful but to have a target of saving one million little lives is an initiative we didn't have to think twice about supporting," says Auckland RSA President Graham Gibson.

Gibson says, "We as a country have lost over 30,000 in conflict and war so I encourage Kiwis to support this and allow the young and vulnerable a chance at life. Whether it's on the rugby field, the cricket pitch or on the battlefield, we've always punched above our weight as a country. These sorts of projects are few and far between so Kiwis need to band together and show support next week."

Eden Park CEO Nick Sautner concurs, "Communities around the world have a history of coming together to respond to adversity at events such as Live Aid, Tsunami Aid and recently the One Love Manchester and Grenfell Tower charity events. This is New Zealand's opportunity to showcase our generosity to the globe while celebrating everything Kiwi on our national day."

Both Eden Park and Sir Ray Avery encourage Kiwis to file a submission of support online via the Auckland Council website and any residents with concerns about the LifePod Appeal should contact the stadium on: [info@edenpark.co.nz](mailto:info@edenpark.co.nz)

**ENDS**

### **For more information:**

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## **About Eden Park**

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

Its rich 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.