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Two Anastasias and a dream to bring the LifePod Appeal to Eden Park

As Eden Park calls for public support to bring the LifePod Appeal to Auckland, the organisers behind the event have taken a moment to reflect on why the cause is such a worthy one.

Sir Ray and Lady Anna Avery have two young daughters, Amelia, 9, and Anastasia, 7.

Eden Park CEO Nick Sautner and his wife Eliza have recently had their first child, coincidentally also named Anastasia.

The LifePod Appeal aims to raise \$4 million to produce 2,000 LifePod incubators and save the lives of one million babies through a telethon and concert headlined by an unrevealed global music icon. LifePods are the incubator invention of Sir Ray Avery, produced at a fraction of the price of alternatives.

The Eden Park Trust has applied to Auckland Council for resource consent to hold the concert. Public submissions can be made through the Council's website now until July 12.

Sautner says his vision for the Live Aid-style charitable event only intensified once his baby girl was born and after meeting Sir Ray and his daughter Anastasia, it became obvious these two shared the same drive to make a difference to the lives of one million babies and parents just like them.

"Sir Ray is committed to challenging the status quo, standing up for what's right and making the world a better place for those who aren't in a position to help themselves. I hope both our Anastasias have the same philosophy."

Sir Ray says, "I have achieved a lot of good things in my life but one of my proudest achievements is giving my two daughters a safe and loving upbringing and I want every child born to have a chance at life irrespective of place in the world."

"I'm vested in the cause in part because I became the proud father of a little girl 7 weeks ago, but also for me personally, this is what it's all about for us. We have this amazing opportunity to save the lives of a million babies and now we need the neighbourhood's support to bring this deserving event to Eden Park", says Sautner.

Both Eden Park and Sir Ray Avery urge any residents with concerns about the LifePod Appeal to contact the stadium on: info@edenpark.co.nz

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MEDIA RELEASE

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.