**A SIMPLE CHEEK SWAB CAN SAVE A LIFE!**

Did you know the cure to some blood cancers exists in your body?

Sometimes blood cancer patients can have their disease cured through a stem cell/bone marrow transplant.

Every 40 minutes, someone in Australia is diagnosed with a blood cancer and for most, a blood stem cell or bone marrow transplant from a stranger is their only hope.

A patient needs to find a matching donor willing to donate their stems cells to have the lifesaving transplant. But if the patient is Indigenous or ethnically/culturally diverse, the chances of finding a match are much harder. A patient is more likely to find their match with someone who shares a similar cultural background, and unfortunately there are not enough people of culturally diverse backgrounds registered as potential donors on the Australian and worldwide registries.

Less than 1 per cent of people on the Australian Bone Marrow Donor Registry (blood stem cell registry) are from Aboriginal or Middle Eastern background, less than 3 per cent are Asian, and less than 5 per cent are Pacific islander. (refer to “bar graph” image)

UR the Cure is a registered charity and an official partner of the Australian Bone Marrow Donor Registry and their “Strength to Give” campaign. Their mission is to increase the numbers and diversity of people onto The Registry to find more lifesaving matches for patients in need.

UR the Cure and The Registry are encouraging more people to join through an easy to complete mouth cheek swab!

Joining The Registry is easy and free, people can order their cheek swab kit online and do the swab themselves at home by rubbing a special cotton q-tip on the inside of their cheek. (refer to “young man swabbing” image)

A simple form is completed and posted back to The Registry along with the completed swabs. Only a small number of people are called and asked to donate their stem cells. If you are matched with a patient, 90% of the time donating stem cells is like giving blood! It’s simple and can save a life! (refer “young man donating” image)

People up to the age of 35 are eligible to join, with a particular focus on young men aged 18 to 30 as they literally have more stem cells to give! People with culturally diverse backgrounds (Indigenous, Middle Eastern, Asian, Italian, Greek and more) are strongly encouraged to join as patients with diverse backgrounds often struggle to find a lifesaving match. With 30,000 people retiring off The Registry soon, we urgently need more people to join.

We encourage eligible members of the community to order their swab kit online to join The Registry (www.urthecure.com.au/swab) and who knows maybe one day you could save a life!

For more info visit [www.urthecure.com.au](http://www.urthecure.com.au) and follow on social media



**Some suggestions for “call out” boxes to include in the article:**

ORDER YOUR CHEEK SWAB KIT

www.urthecure.com.au/swab

PEOPLE WITH THE FOLLOWING CHARACTERISTICS ARE ESPECIALLY NEEDED TO JOIN THE REGISTRY

* People aged 18 to 30 (up to 35 accepted)
* People with culturally diverse backgrounds
* Young males in general regardless of ethnicity

Visit the website for other eligibility

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