



ABN: 30 563 569 016



**ausEE Inc.**

a charity dedicated to improving lives  
affected by an eosinophilic disease

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## FOR IMMEDIATE RELEASE

# Landmarks Across Australia and New Zealand Light Up Pink and Purple to Raise Awareness During National Eosinophilic Week

**[Australia and New Zealand, 21 July 2025]** – More than 125 landmarks across Australia and New Zealand will shine in pink and purple during *National Eosinophilic Week (NEOSW)*, held from 3–9 August, to raise awareness of eosinophil-associated diseases (EADs).

The illuminations are part of the *#EOSLightUp* campaign, led by **ausEE Inc.**, Australia's national support and advocacy organisation for eosinophilic diseases. Pink and purple are colours used to represent eosinophils—a type of white blood cell involved in certain immune responses. When too many eosinophils build up in parts of the body, they can cause inflammation and tissue damage, which may indicate an EAD. There are different types of EADs, and diagnosis usually depends on where the eosinophils are found and what symptoms a person has.

“Eosinophilic diseases can have a profound impact on a person’s daily life,” says Sarah Gray, CEO and Founder of ausEE Inc. “They often involve chronic symptoms and require ongoing monitoring and long-term management. Our goal during National Eosinophilic Week is to raise awareness and urgently needed funds for medical research.”

As part of NEOSW, ausEE is inviting the public to take part in its major annual fundraiser, the *Top 8 Challenge*, on **Friday, 8 August**. Participants are encouraged to go without the eight most common allergenic foods for one day—highlighting the dietary restrictions that may be faced by people with eosinophilic oesophagitis (EoE), one of the more commonly diagnosed and growing types of EAD.

“EoE affects approximately 1 in 1,000 people and can cause severe swallowing difficulties and food impaction—sometimes requiring emergency medical care,” Sarah explains. “Right now, two critical research projects are ready to go—but they can’t proceed without funding.”

Throughout the week, ausEE will share stories from individuals living with eosinophilic diseases through its *#MyEADStory* campaign, and spotlight medical experts and researchers via its *#SpecialistSpotlight* series—aimed at building community understanding and highlighting advances in care and treatment.

“We’re incredibly grateful for the support for our *#EOSLightUp* campaign,” Sarah adds. “It’s inspiring to see so many buildings and bridges lighting up to show support for those affected by eosinophilic diseases.”

The full list of participating light-up locations is available at: <https://eosaware.com/LightUpLandmarks>

To get involved in the Top 8 Challenge or make a donation, visit: <https://top8challenge.com>

**ENDS**

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**Websites:**

<https://www.ausee.org> and <https://www.eosaware.com>

**ausEE's social media:**

Facebook: <https://www.facebook.com/ausEEInc>

Instagram: [https://www.instagram.com/ausee\\_inc/](https://www.instagram.com/ausee_inc/)

LinkedIn: <https://www.linkedin.com/company/ausee-inc>

X: <https://x.com/ausEEorg>

**Current participating landmark locations:**

QLD – Brisbane, Bundaberg, Cairns, Gold Coast, Ingham, Ipswich, Logan, Longreach, Mackay, Maryborough, Moreton Bay, Rockhampton, Southern Downs, Toowoomba, Townsville

NSW – Albury, Coffs Harbour, Goulburn, Griffith, Lake Macquarie, Maitland, Manly, Newcastle, Orange, Wagga Wagga, Wollongong

ACT – Canberra

VIC – Melbourne, Bendigo, Box Hill, Broadmeadows, Camperdown, Dandenong, Geelong, Kingston, Shepparton, Wodonga

SA – Adelaide, Mount Gambier, Port Adelaide

WA – Perth, Albany, Bunbury, Geraldton, Karratha, Mandurah, Manjimup, Mt Lawley, Port Hedland

NT – Darwin, Katherine, Palmerston

TAS – Hobart, Devonport, Launceston, Longford, Wynyard

NZ – Christchurch, Hāwera, Invercargill, New Plymouth, Oamaru, Palmerston North, Wellington, Whangārei

**About ausEE Inc.**

ausEE Inc. is the national support and patient advocacy organisation representing Australians living with an eosinophil-associated disease. We are a registered Australia wide charity founded in 2009. Our mission is to improve the lives of those affected by eosinophilic diseases through providing support, evidence-based information, resources, advocacy and by campaigning to raise awareness and funds for research in Australia. We extend our support and advocacy to people in New Zealand and their whānau.