



National EOSinophilic Week

2-8 August 2026



Achievements and Highlights

Social Media

86,433

Facebook views

13,219

Instagram views

1,497

X impressions

2,559

LinkedIn impressions

315

ausEE social media posts

Promotions

5,763

Newsletters sent with
33% open rate

13,605

eosaware.com engagement

12,907

ausee.org engagement



#NEOSW2026

#EOSLightUp

#MyEADStory

#EOSaware

#Top8Challenge



Awareness

147

Landmarks, buildings and bridges
illuminated pink and purple

4

My EAD stories shared

9

Videos shared in our
Virtual Education Program

1,160

YouTube video views

Resources

66

Hospitals and clinics
received resources

Fundraising

\$13,540

Funds raised for research



Top 8 Challenge Prize Sponsors

Platinum
Supporter

Gold
Supporter

Gold
Supporter