

International Kawasaki Disease Awareness Day 2022

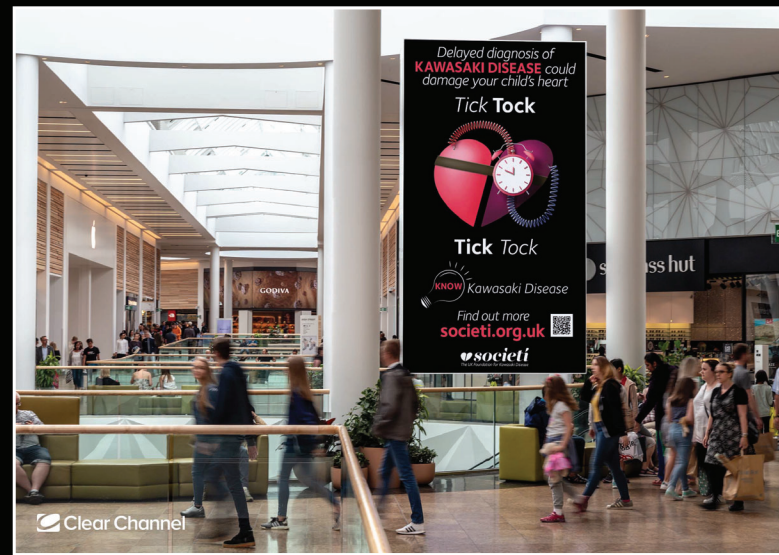
Kawasaki Disease

Our KNOW Kawasaki Disease campaign for International Kawasaki Disease Awareness Day 2022 was an overwhelming success. And that's thanks to YOU - #TeamSocieti, and the HUGE commitment of time, effort and energy both our supporters and our partners give, not just through January but all through the year. Our work together to raise Kawasaki Disease awareness included so many of you getting involved with magnificent projects designed to highlight issues, start conversations and making sure everyone you know was able to get to KNOW Kawasaki Disease! A MASSIVE THANK YOU to everyone who has got behind what we think has been the biggest and best awareness day campaign ever delivered for Kawasaki Disease! Every single person who gets to know Kawasaki Disease through our work together is a precious achievement. Why? Because that knowledge could protect a tiny heart from life long heart disease. It doesn't get much more precious than that. Just some of #TeamSocieti's extraordinary achievements which led to such an amazing day are highlighted here in our impact statement!



Launching our brand new awareness animation!

We were absolutely delighted to be able to launch our brand new Kawasaki Disease awareness animation this International Kawasaki Disease Awareness Day. This fantastic 90 second video, starring our much loved Societi Kids, provides Societi with an engaging and practical way to share important Kawasaki Disease information. It is a valuable resource for us at Societi Foundation that will work hard for us, spreading our vital message; that EVERYONE needs to know Kawasaki Disease. Societi were only able to create this fantastic awareness raising resource due to the amazing support we receive from #TeamSocieti for our charity. Your donations and fundraising have made this possible!! Thank you to EVERYONE that shared our awareness animation and for all the incredible feedback we have received. You can see the animation on Societi's YouTube channel [here](#). Please take a look and share with your friends, family and wider community - let's get everybody to KNOW Kawasaki Disease. Knowing Kawasaki Disease could save a child's heart!



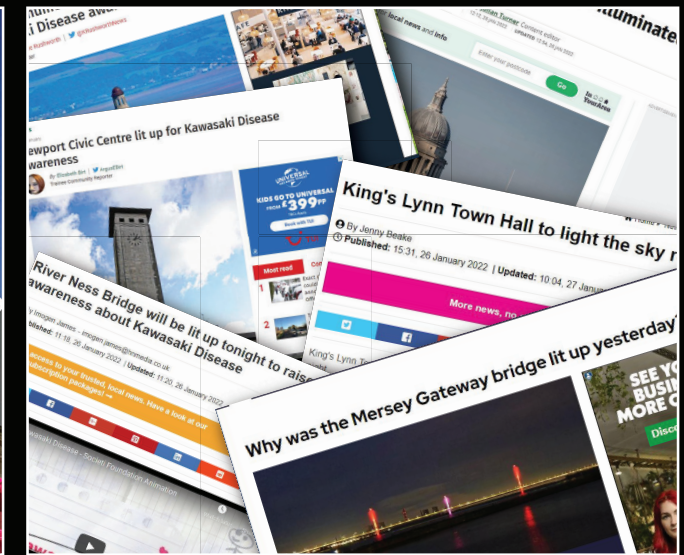
Continued valuable support from Clear Channel!

Clear Channel has continued in its tremendous support for Societi Foundation, enabling our small charity to raise awareness of Kawasaki Disease in a way that otherwise, would just not be possible. At an even bigger scale than ever before, Societi's campaign was displayed on Clear Channel's spectacular Adshel and Malls Live digital screen network. Our Kawasaki Disease awareness raising message was displayed across the whole of the UK, in shopping centres, on busy streets and in city centres. Thank you to all our supporters who sent us photos and videos of the campaign displays - from Brighton Seafront, to Tottenham Court Road, to Doncaster's Frenchgate shopping centre, to the Inverness Eastgate shopping centre - and EVERYWHERE (!!!) in between - we were extremely excited to see them all! The generosity and kindness that Clear Channel has shown Societi is truly overwhelming and their commitment and support has been just phenomenal. Thank you Clear Channel, we really are very grateful indeed.



Lighting up across the UK

Landmarks in towns and cities across the UK - from Weymouth to Inverness - lit up red for International Kawasaki Disease Awareness Day. Thanks to the hard work and dedication of #TeamSocieti, eleven landmarks shone brightly to raise awareness of Kawasaki Disease. A really special thank you to everyone who got personally involved to make this happen - and to everyone who contacted a local landmarks too...We were quite simply blown away by the support from these magnificent and iconic regional landmarks and we want to say THANK YOU, for shining a light on Kawasaki Disease and for sharing our information too! It's not too early to get in touch with your local council to ask if they can light up your local town hall, cathedral, or landmark for Kawasaki Disease Awareness Day next year - and get THOUSANDS of people in your area talking about Kawasaki Disease!



Local press coverage highlights Kawasaki Disease

News stories about Kawasaki Disease appeared in online and in local newspapers up and down the country, spreading valuable awareness of Kawasaki Disease to thousands of people in their communities. Local press coverage is an incredibly powerful way to raise awareness and we were absolutely delighted to have had stories published that included lots of useful and accurate information about Kawasaki Disease, reaching whole new audiences. THANK YOU so much to all of our supporters who approached their local press asking them to publish stories for International Kawasaki Disease Awareness Day. We just couldn't have done this without you!

Societi Active launch JUST MOVE!

Starting on International Kawasaki Disease Awareness Day, our wonderful volunteer group, Societi Active, kicked off their 'Just Move' for Kawasaki Disease awareness challenge. Societi Active asked supporters to commit to moving every day for the whole month, starting from Wednesday 26th January. Supporters could pledge to do ANYTHING - 10 sun salutations, running 1 mile, 50 press-ups, walking the kids to school instead of driving - the possibilities were endless. Thank you to organisers, Societi Active and to everyone who has gotten involved, helping to raise awareness of Kawasaki Disease in and around your local communities.



Super Social!

Social media shares, likes and comments have been phenomenal throughout the whole of January! Thank you to EVERYONE that shared our KNOW Kawasaki Disease posts. We had our busiest Awareness Day ever on social media including resharing resources like MySocieti and our KD-CAAP podcast! Your likes and shares go a long way. Thank you too, to everyone who ran their own Kawasaki Disease awareness campaign. The creative, hard hitting impact of your campaigns worked hard to help us get Kawasaki Disease known! There was a huge leap in our website traffic with people learning about our KD-CAAP research, getting to our Family Portal and much more besides.



Wearing red for awareness!

A HUGE thank you must go to all the schools and nurseries that held a 'Wear Red Day' for International Kawasaki Disease Awareness Day - a great way to raise awareness! We are extremely grateful to all the parents who worked to make this happen and to the schools that took part, raising much needed funds and sharing our awareness materials - including our brand new awareness raising animation! THANK YOU for helping to get Kawasaki Disease known!



Kawasaki Disease is the leading cause of acquired heart disease in children in the UK. It's time we changed that...
...Together we will!