PRESS RELEASE
16 February 2015

PRESS CALL

<table>
<thead>
<tr>
<th>TIME &amp; DATE:</th>
<th>10am, Friday 20 February</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCATION:</td>
<td>Asda</td>
</tr>
<tr>
<td></td>
<td>Burringham Road</td>
</tr>
<tr>
<td></td>
<td>Scunthorpe</td>
</tr>
<tr>
<td></td>
<td>DN17 2XF</td>
</tr>
<tr>
<td>SUBJECT:</td>
<td>Bereaved mum Pauline Skinner-Gibson and Meningitis Now founder Steve Dayman promote meningitis awareness.</td>
</tr>
<tr>
<td>PHOTO OPPORTUNITY:</td>
<td>A mother, who lost her daughter to meningitis, unites with Meningitis Now founder Steve Dayman (on 07903 412144) and local volunteers with family experience of the disease, to raise awareness. The charity’s awareness trailer will also be on site.</td>
</tr>
</tbody>
</table>

Bereaved parents’ meningitis tour message

A SCUNTHORPE MUM who lost her daughter to meningitis will join a charity founder when a new lifesaving awareness tour comes to the town.


Pauline said: “Our beautiful daughter Kimberley was a fun-loving teenager who took ill with flu-like symptoms. Despite the best efforts of Scunthorpe General Hospital she died three days later.”

Since then the family have fundraised to fight the disease and raised awareness of the signs and symptoms.

“We have held many fundraising events and helped raise awareness and think this is the best way to help fight back against this awful disease”, Pauline added.

On Friday (20 February) she brings the fight to the Asda superstore in Burringham Road, where she’ll be joined by Steve Dayman, who began the UK’s meningitis movement after losing his baby Spencer to the disease in 1982.

The charity’s giant billboard trailer will be on site throughout the week and volunteers will hand out free lifesaving symptoms and fundraising information.

Steve said: “Pauline’s experience tragically highlights how devastating meningitis can be and the speed at which it can strike.”
“We want to eradicate meningitis, but until vaccines exist for all types awareness and knowing the signs are crucial.

“Our trailer tour is a great way to spread this lifesaving message, so we hope people come along to support us and take that first step towards protecting themselves and their loved ones.”

Meningitis symptoms include a dislike of bright light, headache, stiff neck and lethargy.

Septicaemia signs include cold hands and feet, leg pain and a rash, which does not fade under pressure.

Meningitis Now is working towards a future where no one in the UK loses their life to meningitis and everyone affected gets the support they need to rebuild their lives.

“We’re really grateful to Asda for their support in our fight against meningitis,” Steve added.

For more information, a free symptoms app or wallet-sized card, or to donate, visit www.MeningitisNow.org.

ENDS

Editors Notes:

For further information please contact: Andy Hopkinson, Communications Officer at Meningitis Now, on 01453 768006, out of hours 07960 706661, or email andrewh@meningitisnow.org

**Meningitis and Septicaemia Facts**

- Meningitis is usually caused by bacteria or viruses
- Meningitis is inflammation of the membranes that surround and protect the brain and spinal cord
- Septicaemia is blood poisoning
- Some bacteria that cause meningitis also cause septicaemia
- Meningitis and septicaemia often happen together – it is vital to know all the signs and symptoms
- The early signs and symptoms of meningitis and septicaemia can be similar to ‘flu and include fever, headache, nausea, vomiting and muscle pain.
- The more specific signs and symptoms include fever with cold hands and feet, drowsiness, confusion, pale blotchy skin, stiff neck, dislike of bright lights and a rash which doesn’t fade under pressure.
- In babies, symptoms can also include being floppy and unresponsive, dislike of being handled, rapid breathing, an unusual, moaning cry and a bulging fontanelle (soft spot on the top of the head).
- There are an estimated 3,200 cases of bacterial meningitis and septicaemia each year in the UK.
- Following bacterial meningitis or septicaemia, one in ten people will die and at least a third of survivors will be left with lifelong after-effects such as hearing loss, epilepsy, limb loss or learning difficulties.
Meningitis and septicaemia can affect anyone, of any age, at any time. However, babies and young children are most at risk, and young people between 15 – 24 years are also a higher risk group.

In the past 20 years, effective vaccines have been developed to give protection against SOME types of meningitis. These are offered to all babies and young children as part of the UK childhood immunisation programme. BUT there are not vaccines to protect against ALL types.

In January 2013, a vaccine to protect against meningococcal group B (Men B) disease, the most common cause of bacterial meningitis and septicaemia, was licensed for use in Europe. In March 2014, this vaccine was recommended for routine use in the UK childhood immunisation programme, provided a cost-effective vaccine price can be agreed.

If you suspect someone may be ill with meningitis or septicaemia, trust your instincts and get immediate medical help.

For more information visit www.MeningitisNow.org or call 01453 768006. Freephone helpline 0808 80 10 388.

About Meningitis Now

Meningitis Now, the UK’s largest charity fighting the disease, formed after Meningitis UK and Meningitis Trust merged in April 2013.

The newly united charity, with around 30 years’ experience exists to save lives and rebuild futures – through research, awareness and support.

Meningitis Now fights the disease on all fronts by providing a powerful, united voice for people fighting meningitis.

- Saving lives by funding vaccine and preventative research.
- Reducing the disease’s impact through awareness.
- Rebuilding futures with dedicated support.
- Fundraising to deliver our plans.