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## **MEDIA RELEASE**

### **Media Partner and Event Team in place for World Transplant Games**

**Transplant Australia is thrilled to announce it has assembled a professional media, communications and events team to deliver the World Transplant Games in Perth in April 15-21, 2023.**

Earlier this year Transplant Australia and the World Transplant Games Federation announced that Perth, Australia, had won the right to host the Games – the world’s largest awareness event for organ donation and transplantation.

The Games will attract up to 3,000 participants from more than 60 countries for a week of celebration of the greatest gift of all – the gift of life.

Key to the promotion of the event will be Perth-based full service and digital agency, Media Junction which has agreed to take on the delivery of advertising and branding services on a pro bono basis.

Media Junction Director Jason Pearce is not only passionate about the cause, he has first-hand knowledge of the power of donation having received a heart transplant three years ago.

“Working in the media industry for over 25 years across both traditional and digital media platforms has opened the door to form amazing relationships with media partners and stakeholders alike,” Jason said.

“These relationships have been the cornerstone to my business's success and will be invaluable when working with Transplant Australia to ensure the games' underlying message of the importance of organ and tissue donation is broadcast to the broader community. Being an organ recipient myself I am passionate about the cause and the families that give the gift of life through donation.”

Event Director of the Games is Kristen Finnigan, Director of KFM Events. Kristen is an experienced event director with over 20 years’ experience in event production and sponsorship management, and has a strong focus on delivering large scale events. Kristen is also managing the delivery of the Australian Transplant Games in Launceston, Tasmania, in 2022. Kristen has worked with the National Office of Transplant Australia for the past year and will complement the administrative, leadership, sport and finance services in the office.

“Working on many significant, national events has provided me with the skills and experience to competently deliver the Games,” Kristen Finnigan said.



"I am very grateful to have the chance to work with such a strong team to, and to be able to contribute to the success of the Games whilst sharing the important message of organ donation. This is definitely a career highlight for me," Kristen said. "We have an extraordinary team who we're sure will deliver the most successful World Transplant Games yet – in gorgeous Perth, Western Australia."

Transplant Australia CEO, Chris Thomas, announced today that Jo O'Farrell, a Perth-based communications specialist, joined the team this week as the Games Communications and Events Manager.

Jo will work closely with the voluntary Games Executive Committee in Perth, led by Julie Edmonds to encompass Western Australia's distinctive natural environment, community and culture in bringing the Games to life.

She brings a wealth of experience in event production and stakeholder engagement across a diverse range of mission-based organisations including the arts, professional membership bodies and the organ donation and transplantation sector.

"It is an honour to be working with the formidable team at Transplant Australia to deliver the highest calibre World Transplant Games," Jo O'Farrell said.

"What excites me is the significant impacts of the Games - promoting life-saving organ donation, celebrating the achievements of transplant recipients and showcasing our beautiful city to the world. Prepare to be inspired!"

Mr Thomas concluded that delivering the Games would be a team effort. Matty Hempstalk in Sports Administration and Membership and Ian Atkin in Finance and Julie Edwards in the National Office, supported by Vivienne Lee, were all key to the success of Transplant Australia both in the delivery of transplant games events but also in developing and providing significant support services for the transplant community.

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