2020 World Kidney Day
March 12, 2020

TURKISH KIDNEY FOUNDATION
Event
2020 WKD
by Turkish Kidney Foundation

- **Main Theme:** 8 Golden Rules For Kidney Health

- **Key Visual:** Designed to indicate the resemblance between major rules to live a healthy life and a racetrack of «Survivor» TV show. Each of 8 laps represent golden rules respectively.
2020 WKD by Turkish Kidney Foundation

• Turkish Kidney Foundation’s World Kidney Day official celebration took place at UNSPED (former UPS) Culture and Sports Club’s Hall.

• The idea behind the activity is based on a popular reality TV show “Survivor”.

• Our message was “real Survivor is to learn, to understand and to implement this 8 Golden Rules to your life to live healthy.” We encourage people, especially the youth to eat healthy, exercise, daily health check such as blood pressure and blood sugar measurements, annual physician visit, sufficient water intake, avoid smoking&tobacco products and maintain health BMI ratio.
• There is a racecourse with 8 different stations which each refers a statement of 8 Golden Rules.

• A former Survivor participant/dancer/PhyEd teacher Mr. Hasan Yalnizoglu and actress&model Ms. Tugba Melis Turk were accompanied by two young athletes. They all acted like they were racing at the track by visiting each station to show its feature accordingly.

• Audience joined, applauded and cheered to support this vital endeavor. At the finish line, TKF’s President and “Grandpa Kidney” Mr Timur Erk met them to present their medals.
• **GIVEAWAYS:** At the end of the activity, medicine boxes filled with 8 different kinds of dried fruits and nuts were given to attendees. List of 8 Golden Rules was designed as prospectus.

SAĞLIK PARKURU

Böbrek sağlığına DİKKAT ÇEKİLER

ÖYUNCU Tuğba Melis Türk ile spor egriden Hasan Yalnızoğlu, Türk Böbrek Vakfı Başkanı Timur Erk’in ev sahipliğinde gerçekleştirilen “Böbrek Sağlığı Korumak İçin 8 Altın Kural” etkinliğine katıldı. Öğrenciler ile renkli anlar yaşayan ikili, sevenleriyle hatta pozu verdi.
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**Media Coverage:**
9 National Newspapers
4 National TV Channels
52 Online News Sites

Please Note
Our World Kidney Day activity took place the day after Turkey’s first novel Corona infected patient was announced by the Ministry of Health. Therefore, press access has been limited in order to maintain safe social distance.
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• **Grandpa Kidney** Celebrates World Kidney Day...

As we continue our kidney health education project since 2011, kids started to call TKF President Timur Erk as «**Grandpa Kidney**». Therefore this idea has led us to create a role model for children. **Grandpa Kidney** tells stories about kidney health for kids, advice them and show them the healthy way of life.
Publicity
2020 WKD by Turkish Kidney Foundation

Istanbul Sabiha Gokcen International Airport

Ankara Esenboga International Airport

Kayseri Airport
2020 WKD by Turkish Kidney Foundation

Istanbul Sapphire Tower Outdoor Screen Located At European Side Financial District
2020 WKD by Turkish Kidney Foundation

Istanbul
Tepe Nautilus
Shopping Mall
Located At Asian Side
Main Subway Terminal
Istanbul Trump Tower & Shopping Mall
Located At European Side Highway E-5
Istanbul Optimum Shopping Mall
Located At Asian Side Highway E-5
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Pharmacy TV – CCTV System
286 Pharmacies
7 Hospitals
14 Cities
347 TV screens
9,7 mio views/month

Coiffeur TV – CCTV System – *data to be collected*
Istanbul public transportation system, including Metro-Buses, subway & tram buses, TV screens & CLP’s.

6.6 millions passengers per day.
Other outdoor large size screens, billboards and CLP’s at miscellaneous locations in Istanbul, Antalya (southern part of Turkey), Ankara, Kayseri (central Anatolia), Izmir (Aegean region)
HAPPY WORLD KIDNEY DAY from TURKISH KIDNEY FOUNDATION TEAM