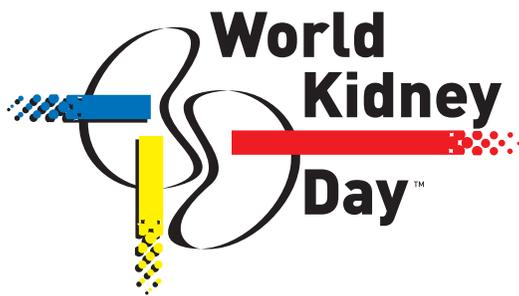


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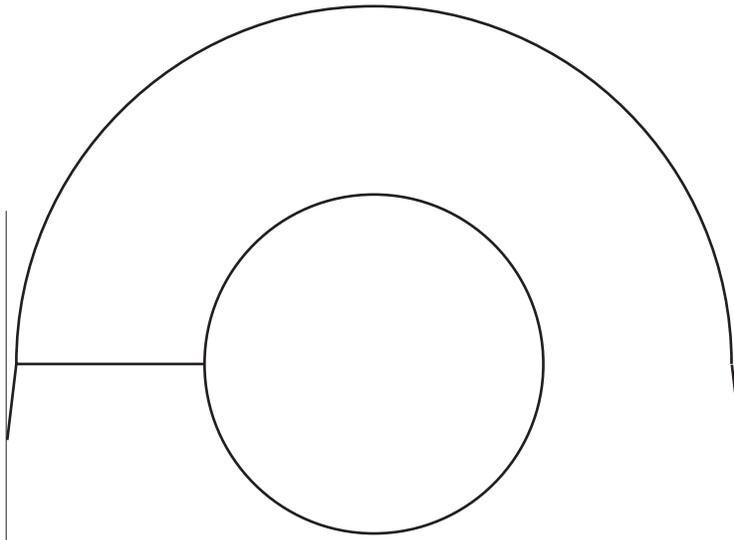
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red blood cells, control blood pressure • **Kidney Wake-up Call** • In urbanized countries over the last ten years we've seen a massive 30% increase in chronic kidney disease; now nearly 1 in 7 people suffers from kidney dysfunction • Every year there are more than 60,000 kidney transplants performed, but many more are needed • The kidneys are absolutely essential to health — take care of them! • **Kidney Wake-up Call**

Kidneys for Life



Kidney Wake-up Call • The human body has 2 kidneys which measure about 12 cm in length each • Every day, the kidneys filter wastes out of approximately 180 litres of blood about 50 times • Your kidneys help to keep your internal water balance and mineral balance stable • Your kidneys help to produce



World Kidney Day is a day of global action jointly organized by the International Society of Nephrology (ISN) and the International Federation of Kidney Foundations (IFKF). Since its inception World Kidney Day has grown dramatically to become the most widely celebrated event focused on kidney health and the most successful effort to raise awareness in both the general public and government health officials about the dangers of kidney disease. Last year World Kidney Day was celebrated in 110 countries.

Donate Kidneys for Life Receive

An important focus of World Kidney Day is promoting kidney donation and transplantation.

Chronic kidney failure is associated with complications which are debilitating and impose a serious detriment to quality of life. For many people with kidney failure the best treatment is a successful kidney transplant increasing energy and wellbeing and providing a better quality of life. However, because of a shortage of donor kidneys, each year only a small percentage of people who need a kidney transplant actually receive one. For instance, in the year 2008, more than 75,000 people in the USA were waiting for a kidney transplant, while only about 15,000 kidneys become available for transplantation.

With the help of The Transplantation Society, World Kidney Day aims to increase awareness and promotion of this life-saving procedure and the donors who make it possible.

The World Kidney Day website (www.worldkidneyday.org) facilitates global action for kidney health every year in March by providing central coordination of events, free toolkits including logos, posters, leaflets, videos, media kits and other material, the opportunity to share information and ideas among World Kidney Day organizers and supporters, and a coordinated media campaign to publicize the message of World Kidney Day.

Please join us!

For more information and ideas for action please visit www.worldkidneyday.org



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