

MEDIA RELEASE

19 April 2021 –for immediate release

April 19 is World Liver Day. How do you Look After Your Liver?

World Liver Day is held on April 19 each year to generate awareness of how important the liver is to our survival.

People may not be aware that:

- As the largest internal organ, our liver performs up to 500 functions to keep us healthy
- More than six million Australians are or have been affected by liver disease
- More than 7000 Australians die each year from chronic liver disease.

This year an online campaign will be run over four days to talk about four ways of looking after your liver. In a series of videos O’liver the lively animated liver encourages us in being drink-aware, eating well, feeling well and getting active.

The **#lookafteryourliver** campaign on social media invites people to share their ideas on their favourite non-alcoholic or low-sugar drinks, healthy recipes or meals, ways to de-stress and relax, and get some activity into their days.

Melanie Eagle, CEO of LiverWELL, is keen for Victorians to get on board with the idea of looking after our livers. “If we can help the community to become more aware of the impact of our lifestyles on our liver health, together we can lower the impact of liver disease”, says Ms Eagle.

“People may not realise that taking small steps to improve our diet, reduce intake of alcohol and sugary drinks, be active and take care of our mental health can have such a positive effect on our livers”, says Ms Eagle. “We hope that the community will join the campaign on World Liver Day and help spread the word”.

Join the campaign: **#LookAfterYourLiver**

Website: <https://www.hepvic.org.au/liverday2021/>

LiverWELL Liverline: 1800 703 003.

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