

**media release 19 march 2007**

---

*As a national story we are keen to work with you to supply local angles. For example we can supply local families and schools in your region that have a story to tell about their continuing struggles with dyslexia, how it affects their lives and how they get through each day with no support, funding or recognition from the government. Many schools across New Zealand have taken matters into their own hands and, again with NO support from the government, have introduced programmes to help children and teachers in their system deal with dyslexia. Dyslexia is recognised by Governments in the UK, Unites States, Japan and Australia – but not here in New Zealand. A high profile campaign next month is a major step to help change that!*

---

## **High profile campaign to raise awareness for dyslexia and expose government policy flaws**

A high profile campaign will be launched next month to raise awareness for the one in ten New Zealanders that are dyslexic, and help the 70,000 children that are suffering in an education system that does not recognise or support their dyslexia.

The New Zealand government does not specifically recognise dyslexia and next month the newly formed Dyslexia Foundation of New Zealand launches the inaugural Dyslexia Awareness Week to draw attention to this.

The highlight of the week will be the opening of a world class Dyslexia Discovery Exhibit in the heart of Christchurch. It will feature original sculptures by internationally renowned English artist Mackenzie Thorpe and Weta Workshop designer Richard Taylor, and is the first exhibit of this nature, celebrating dyslexia, anywhere in the world. Both men are dyslexic.

Taylor's creation will be designed to show how it feels to be dyslexic and how dyslexic people see the world.

Another sculpture by leading NZ sculptor, Paul Dibble, will celebrate Christchurch born motorcycle designer John Britten. Britten was also dyslexic and designed motorbikes that set world land speed records that are still held today.

The project is backed by the Cookie Munchers Charitable Trust, the charity arm of Cookie Time, and tourism industry leaders say it will also be a leading tourism attraction which will add some real value to the city.

The Dyslexia Awareness Week will be between April 23 and 29 and will see a range of activities throughout New Zealand all aimed at raising awareness of dyslexia and giving a unified voice.

Generous corporate support has seen an innovative new style of cookie developed to raise over \$100,000 dollars for dyslexia.

The Cookie Munchers Charitable Trust approached Cookie Time to assist with its fundraising efforts for dyslexia, and Cookie Time, with valuable support from its key suppliers, distributors, and leading retailers will launch the new soft and chewy style Oatmeal Chocolate Chip cookie on April 23 as part of the inaugural Dyslexia Awareness Week.

“Cookie Time have created a unique cookie to support dyslexia fundraising that is unlike anything it has produced to date,” Guy Pope-Mayell, Managing Trustee of The Cookie Munchers Charitable Trust, said.

“The highlight of the dyslexia cookie project has been the tremendous support that has come from Cookie Time’s staff, suppliers and retailers for the production and distribution of this dyslexia fundraising cookie.”

The cookie will only be available during Dyslexia Awareness Week and the Dyslexia Discovery Exhibit will be officially opened in central Christchurch at the end of the week on Sunday 29 April.

Since its launch in late 2006, Dyslexia Foundation membership has seen significant growth. 10% of its membership base are schools. It’s members across New Zealand will be involved in the activities of the week and are presently planning a wide range of additional events at a local community level.

The Cookie Munchers Charitable Trust was established in 2003 with the purpose of improving the educational opportunities available to children and young people throughout New Zealand. The Trust is sponsored by Cookie Time Limited and its primary focus is Dyslexia.

“The Cookie Munchers Charitable Trust gives hope and support to dyslexic children and their families throughout New Zealand. Its scholarship program provides a solution to families that simply cannot afford the help they so desperately need,” Pope-Mayell said.

The Cookie Munchers Charitable Trust is the principle sponsor of the Dyslexia Foundation of New Zealand that was launched in November last year to give a voice to the thousands of New Zealanders that are dyslexic and struggle with no specific resources or funding, and no recognition from the Government.

Advocating change to New Zealand’s education policy to recognise dyslexia is a key goal of the Dyslexia Foundation of New Zealand.

Increasing the awareness, recognition, understanding and acceptance of dyslexia as a way of thinking in New Zealand are the primary aims of The Dyslexia Foundation of New Zealand.

The Foundation’s focus is to have dyslexia recognised by the Ministry of Education so that dyslexia assessment, learning opportunities and resources can be made available to dyslexic learners throughout every school in New Zealand.

The Foundation is encouraging everyone affected by dyslexia to contact friends, families, clients, customers, suppliers and others about Dyslexia Awareness Week, and are also suggesting Members send their local Member of Parliament or The Minister of Education Steve Mahary a letter to raise awareness about dyslexia.

An 0900 Dyslexia (0900 39753) fundraising phone number is available to make a \$20 donation to the Dyslexia Foundation of New Zealand.

Mackenzie Thorpe recently accepted a role as patron of the Cookie Munchers Charitable Trust so was delighted to supply the artwork for the packaging for the Dyslexia Fundraising Cookie. Many charities around the world have benefited from Thorpe’s generosity, including Sir Elton John’s Aids Foundation. He joins Kirsteen Britten and Ron Davis (San Francisco based author “The Gift of Dyslexia”) in his role as Patron. All the Patrons and Richard Taylor will be at the Dyslexia Discovery Exhibit opening.

ENDS

***For more information please contact:  
Guy Pope-Mayell  
Managing Trustee  
0275449496***

***John McKenzie  
enthuse ltd  
021 384 730  
03 384 7338***

---

For more information visit:

[www.dyslexiafoundation.org.nz](http://www.dyslexiafoundation.org.nz)

[www.cookie muncher trust.org.nz](http://www.cookie muncher trust.org.nz)