



Get ready for 13 March 2014



Kidneys age, just like you

GEAR UP FOR WORLD KIDNEY DAY 2014!

Start now! **World Kidney Day is on Thursday 13 March 2014.** This year the focus is on *Chronic Kidney Disease (CKD) and aging*. The message we want to share is **"Kidneys age, just like you. Take care of them and talk to your doctor"**.

The ISN and IFKF count on you to spread the word to your local communities in order to help us build the momentum until March 2014 next year!

TAKE FULL ADVANTAGE OF ISN-IFKF PARTNERSHIP ON WORLD KIDNEY DAY:

Thanks to ISN and IFKF global reach, there is certainly a person next to you locally that is also planning some initiatives for WKD: learn about planned events, organize your own event or a joint event, exchange best practices and ideas with local partners, team up with local kidney community, find volunteers, etc... We encourage you to connect with the ISN/IFKF local organizations to join forces and get even more from World Kidney Day. Contact details of all our affiliates can be found [here](#).

BECOME A WORLD KIDNEY DAY CHAMPION

This year we have decided to recognize and honor those of you who have been actively involved in World Kidney Day in past years, and will participate in 2014 too. And what better way than giving you an official Champion's badge and making you part of our "Hall of Champions" on the WKD website?



By becoming a WKD Champion, you will be a symbol of enthusiasm and commitment to the fight against kidney disease, and an example for others to join the cause.

All we need is a picture of you and a few lines describing yourself, why education on kidney disease is important and why you decided to join the campaign. You will then get your dedicated page on our website in the "Hall of Champions"!

For more details, please contact Agnese at agnese@worldkidneyday.org

KEEP IN TOUCH!

Want to let us know what you will be doing on the day and help inspire others? You can pin your events on the WKD website and find out what others are up to do by clicking [here](#). If you've never held a World Kidney Day event, make 2014 your first annual celebration. Whatever activity you undertake will serve to put kidney health on center stage on this important day.

Join the WKD community!

- Like our page on [Facebook](#). Feel part of our family. Use this page to share your videos, pictures, ideas and comments.
- Following us on [Twitter](#) and make sure you always get the latest updates on the campaign.



Click on the icons to access our pages...

LAST BUT NOT LEAST!

Check regularly the [World Kidney Day website](#): we are currently preparing the campaign material, available to download online in the coming weeks (posters, bookmarks, leaflet, visuals, etc...). We will keep you posted!

And... as always we are available to help you rolling out the campaign and provide you with any support you may need.

- Agnese (Social Media & Web), agnese@worldkidneyday.org
- Rik (Fundraising), rik@worldkidneyday.org
- Sophie (Campaign Manager), sophie@worldkidneyday.org
- Paul (IFKF Project Director), paulbeerkens@ifkfms.com

Be in touch!

Sincerely,
The World Kidney Day Team