

5 May 2020

HER CARE

Great art needs a canvas. Sometimes the choice in medium is part of the artwork itself. Part of the beauty of Da Vinci's 'The Last Supper' is the transient, fading, careworn nature of a fresco.

Renaissance sculptors would talk about 'revealing' the marble instead of chipping at it because, as far as they were concerned, whatever is great about a piece of art is already there in the materials before you even start.

Greatness just needs to be let out into the world.

Okay, enough stage-setting, here's the pitch. We are throwing the spotlight on CF Mums this year with *Her Care*, and we want you to be a part of it.

Simply capture yourself dying your hair or your Mum's hair red and give us a message to post with your images. Sending video is great too.

Getting the kids to help out with the dye job is also a fantastic way to show Australia that CF families are stronger than ever during this crisis.

Her Care is a fun little campaign to coincide with Mum's favourite 'day off', but it's also important right now to maintain visibility for Rare Diseases.

Health care priorities are in flux because of COVID and we can't afford to be put on the woodpile.

As you can see below, I've got my coiffure where my mouth is and I think the red hair is a good look. But CF families getting together to raise awareness as a family - now that will look amazing.

CFA is gladly accepting donations from all newly crowned 'Redheads' on Mother's Day.

[DONATE HERE](#)

Kind regards



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