



MEDIA RELEASE

Communities rock red TWOOBS to raise awareness of Fetal Alcohol Spectrum Disorder

Today TWOOBS launched a partnership with the Foundation for Alcohol Research and Education (FARE) for the [Red Shoes Rock](#) campaign.

Their iconic red sandals are the hero shoe for the community-led campaign that raises awareness of Fetal Alcohol Spectrum Disorder (FASD) as part of International FASD Awareness Month this year.

Co-Founder of TWOOBS Jess Dadon said, “As a female-led brand, we’re so excited to be partnering on this important campaign that is all about supporting women and raising awareness of FASD.”

Co-Founder of TWOOBS Stef Dadon said “TWOOBS is all about community and equality, so we’re really proud to be the hero shoe of this year’s *Red Shoes Rock* campaign.”

The campaign encourages people to wear red shoes or socks throughout September, to spark conversations about this largely invisible disability, and empower communities to support alcohol-free pregnancies.

TWOOBS are donating more than 100 pairs of red sandals to advocates, community members and supporters across Australia to wear throughout September, as one part of this month-long campaign to raise awareness.

More than 50 public landmarks across Australia will be lit up red and community events will be held across the country.

Red flags will be flown throughout central Canberra, and an event will be held at Parliament House on 5 September with people who have a lived experience of FASD.

FARE Board Director Kirstie Clements is encouraging people to get involved. “We’re calling on all Australians to join us – whether by wearing red shoes or socks in September, taking a photo in front of a lit-up landmark in your city, or joining a community event.”

FASD is the leading preventable developmental disability in Australia. It is caused by prenatal alcohol exposure.

People with FASD can experience challenges such as:

- Physical and emotional developmental delay
- Impaired speech and language development
- Learning problems, such as issues with memory and attention
- Difficulty controlling behaviour.

To get involved in Red Shoes Rock visit redshoesrock.org.au

To find out more about FASD visit: everymomentmatters.org.au

The following spokespeople are available for interview:

- **Kirstie Clements, FARE Board Director**
- **Jess and Stef Dadon, TWOOBS Co-Founders**
- **Caterina Giorgi, FARE CEO**

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