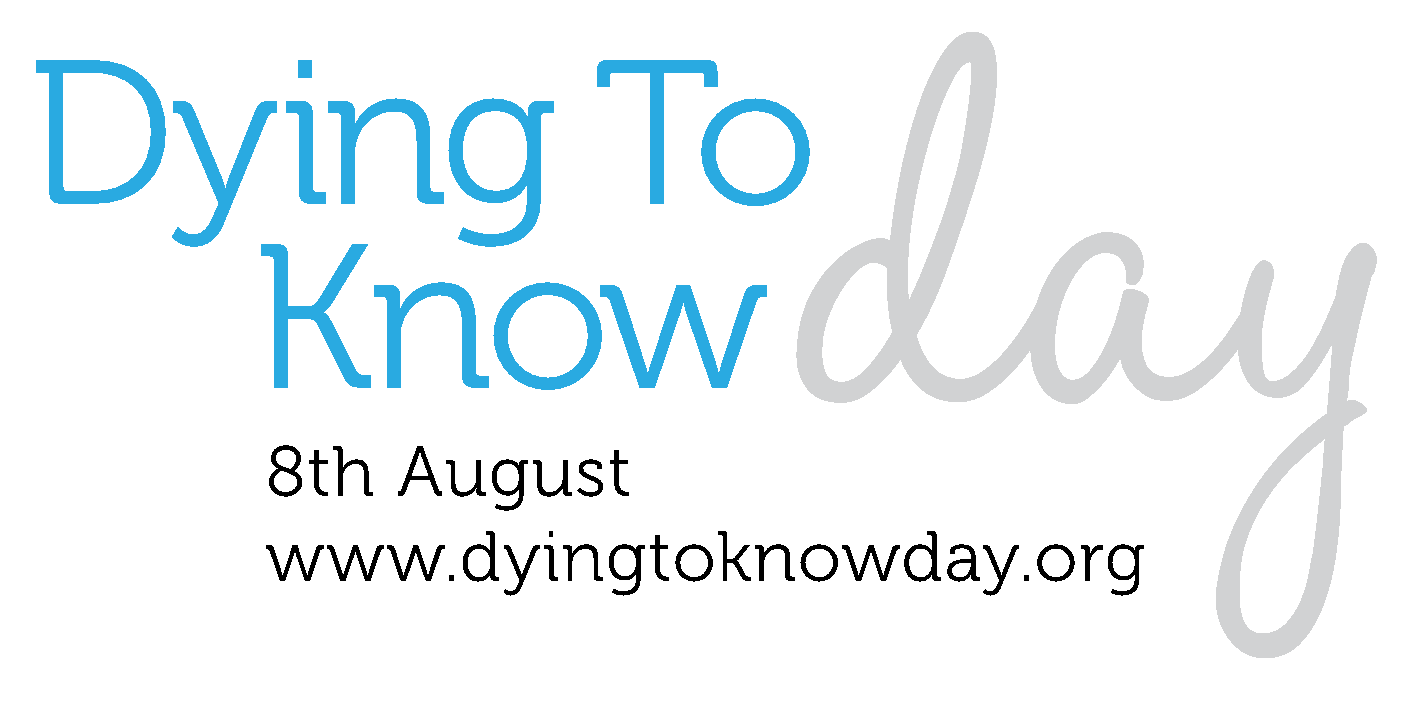
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MEDIA RELEASE

**Dying to Know Day: Australian’s want to talk about dying, death and grief**

This August 8th is the 7th annual **Dying To Know Day**, an initiative of not-for-profit The GroundSwell Project, which aims to bring to life conversations and actions to change the way Australians plan for the end of life.

Too often, people are ill-equipped to start a conversation or know best how to support a loved one who is dying, caring or grieving, often resulting in an end of life experience that is not consistent with their values or wishes, for themselves of their loved ones.

Dying to Know Day is designed to change this by activating conversations and curiosity. By encouraging [death literacy](https://www.dyingtoknowday.org/death-literacy) and providing a space to talk about end of life plans, we can all help individuals, families and even whole communities to do death better.

This year there are community events planned across Australia. There are people all over Australia talking about and keen to change the current approach to death. Individuals and organisations are hosting a variety of events including Death Cafes, seminars on death and dying, end of life planning workshops and film nights.

Insert quote from Council - why it’s signing up to the campaign this year

National Ambassador Molly Carlile AM encourages everyone to get involved. *"Dying to Know Day is about us getting together with people we care about, sharing our hopes and fears and growing our understanding of death in order to live more fully. Let's not wait until it's too late to have meaningful conversations. Dying To Know Day is our golden ticket to talking about death”*

We are encouraging everyone to think about what action they can take on the day. Whether it is helping a family member to plan well for ageing, getting your will sorted or hosting an event in your workplace or local community. It all counts.

"Opening up conversations and sharing information helps demystify death and dying. On August 8th, if you are unable to host or attend an event, take a personal action toward building your death literacy.”

**To find an event near you or register your own event, go to:** [**www.dyingtoknowday.org**](http://www.dyingtoknowday.org/)

To interview our Ambassadors or one of our 80+ event holders, contact: Jessie Williams, CEO The GroundSwell Project | 0449 117 824 or Jessie@thegroundswellproject.com

The GroundSwell Project is Australia’s pioneering Death Literacy organisation, leading innovative projects combining the arts and health sectors to generate widespread community change.  
To find out more, go to [www.thegroundswellproject.com](http://www.thegroundswellproject.com)