

Igniting hope for people living with chronic kidney disease

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"Back to the Wall -- Ignite Hope of Life" was officially launched at the 16th Asian Pacific Congress of Nephrology (APCN) in Beijing.



Fresenius Medical Care, the world's largest provider of dialysis products and services, has announced a new partnership with extreme adventurer, David Grier, who will attempt to run the 4000km route of the Great Wall of China in just 70 days, raising awareness of kidney health and chronic kidney disease.

"Back to the Wall -- Ignite Hope of Life" was officially launched at the 16th Asian Pacific Congress of Nephrology (APCN) in Beijing. The corporate social responsibility (CSR) campaign's name celebrates David Grier's return to the Great Wall. Twelve years after becoming one of the first people in history to run the entire route of the Great Wall of China, 58-year old David and his running partner Andrew Stuart (50) will now complete the run in the other direction. In 2006, he ran the route in 98 days, and now plans to shave 28 days off his time. The campaign's name also acknowledges the importance of hope in all our lives, and especially the hope for people with chronic kidney disease (CKD) to lead fuller, more active and vibrant lives.

Professor Yu Xueqing, Professor of Medicine and Director of Sun Yat-sen University's Institute of Nephrology, Vice President of The First Affiliated Hospital, and President of the Chinese Society of Nephrology (CSN), welcomed news of the kidney health initiative: "There are 130 million people living with CKD in China. To help tackle the problem, the Chinese Government has announced a series of healthcare policies to build health insurance programs and a medical referral system for critical illness. The Fresenius Medical Care campaign will complement these government initiatives while playing a vital role in promoting kidney care knowledge and raising awareness for chronic kidney disease."