

As it's revealed that one in 20 babies are born with disease or birth defects, Jeans For Genes Day organisers release heartbreaking new ad campaign that will have you reaching for the tissues

- Children's Medical Research Institute (CMRI) have released new ad
- Emotional video portrays new parents whose baby is born with disease
- CMRI aim to raise awareness of childhood disease and birth defects
- Campaign is also raising money towards research for treatment
- Jeans for Genes Day 2015 will be held on August 7

By [ANDREA MAGRATH FOR DAILY MAIL AUSTRALIA](#)

PUBLISHED: 08:39 EST, 8 May 2015 | UPDATED: 10:25 EST, 8 May 2015

Most Australians know of Jeans for Genes Day, that annual event where we are actually encouraged to wear casual jeans to work and school.

Could you name the cause you are supporting, though, when you don your denim? The Children's Medical Research Institute (CMRI), the organisation behind the annual Jeans for Genes Day event, has launched a new awareness campaign to ensure their supporters know that one in 20 children are born with a genetic disease or a birth defect.



© Children's Medical Research Institute/Facebook
Emotional: A heartbreaking new ad campaign has been released by Children's Medical Research Institute, the organisation behind Jeans for Genes Day

Heartbreaking ad calls for help curing childhood diseases



As part of the campaign, CMRI have produced an emotional video that demonstrates the effect this reality has on families.

The heartbreaking ad, filmed in Westmead Private Hospital, portrays a new mother giving birth.

The mother's joy quickly turns to dread as her baby is taken from her arms to receive urgent medical treatment.

A midwife at the hospital supports the mother through her pain as she tearfully watches her newborn through the glass window of the neonatal unit.



© Children's Medical Research Institute/Facebook

Baby joy: The emotional video opens with a new mother delivering her baby



© Children's Medical Research Institute/Facebook

Emergency: Happiness turns to dread as the baby is whisked away by a midwife



© Children's Medical Research Institute/Facebook

Panic: The medical staff take the newborn for urgent medical treatment



© Children's Medical Research Institute/Facebook

Dread: The new parents helplessly watch their child being taken away

While the audience initially believes the midwife is wonderful at her job, it turns out she can empathise with her patient's heartbreak, from her own family's experience with childhood diseases.

The tear-jerking video aims to raise awareness and money for research into developing new treatments and cures for childhood diseases.

'A lot of people are aware of our annual Jeans for Genes day event, which raises money for our institute, however many do not know about the institute's vital research work and achievements,' said Professor Roger Reddel, Lorimer Dods Professor and Director of Children's Medical Research Institute.



Support: The midwife at the hospital is there for the couple as they care for their sick baby



Empathy: The video reveals that the nurse has dealt with her own experience with childhood disease too



Cause: The tear-jerking video aims to raise awareness and money for research into developing new treatments and cures for childhood diseases

'Researchers at CMRI have dedicated their lives to improving treatment and prevention of childhood diseases such as cancer, we also conduct ground-breaking research in areas such as neurobiology, embryology and gene therapy.

'Our work in microsurgery, immunisations and care of premature babies have been vital to Australian medical science. And we also operate CellBank Australia, the only national repository of cell cultures.'

Jeans for Genes Day 2015 will take place on August 7.