

HomeWorld Builders teams up with Jeans for Genes for a good cause

By HomeWorld Builders 22 July 2014



Tracey Menser with her son Jack

HomeWorld Builders is partnering with Jeans for Genes to raise funds for the organisation. HomeWorld's CEO Phil Jones explained that Jeans for Genes raises money to support vital research into cancers, birth defects and other genetic conditions at the Children's Medical Research Institute (CMRI).

As part of the partnership, builders in HomeWorld's four display villages will carry a range of Jeans for Genes merchandise for sale at their display homes and visitors to the villages will be encouraged to wear jeans to show their support.

Phil sees a fit between Jeans for Genes and the HomeWorld builders because they design and build homes for families with children. He observes that CMRI is involved in ground-breaking research but urgently requires funds to continue their valuable work.

Phil recalled that the inspiration for HomeWorld's support for Jeans for Genes came from Tracey Menser, the sales and marketing manager for one of the builders at the display villages, who had lost her own son at the age of eight to a rare genetic disease, which had no cure at the time.

Tracey Menser believes her boy Jack would probably have been alive today with the advances made by CMRI into genetic disorders, which would have enabled an early diagnosis. She supports Jeans for Genes because she doesn't want any other parent to have to go through the same heartbreak. Tracey adds that CMRI's work is important for the health of all children around the world.

Jeans for Genes merchandise available at the HomeWorld display homes include a gold coin that will buy enough crucial enzyme needed to test the blood of one patient for aggressive types of cancers; a \$5 badge that will buy a plastic 96-one-test tube to screen 96 potential epilepsy drugs at once; or a \$10 badge that could help to crack the cause of blindness by giving scientists 200 mini test tubes.

Anyone visiting HomeWorld villages can help the work of CMRI scientists by buying the Jeans for Genes merchandise.

Barry Kenyon national campaign manager Jeans for Genes said that having the support of the HomeWorld display villages means more funds can be raised for the Children's Medical Research Institute's valuable work.

HomeWorld has display villages at Kellyville and Gledswood Hills in Sydney, in the Hunter district at Chisholm and in Port Macquarie with homes by top builders at each village.