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feedingtubeaware.com.au



ausEE Inc.

a charity dedicated to improving lives
affected by an eosinophilic disease

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Landmarks shine purple and blue for Feeding Tube Awareness Week

Nearly 140 landmarks across Australia and New Zealand will illuminate purple and blue to mark Feeding Tube Awareness Week (FTAW). Running from 1–7 February 2026, the annual awareness week aims to increase understanding of tube feeding, share reliable information and resources, and foster connection and support within the community.

Tube feeding, also known as enteral nutrition, provides essential nourishment for people who are unable to eat or drink by mouth, or who require additional nutritional support. Nutrition is delivered directly into the stomach or small intestine via a feeding tube. People of all ages may use feeding tubes, including babies, children, teenagers, and adults.

Feeding Tube Awareness Week is hosted in Australia and New Zealand by ausEE Inc., Australia's national support and patient advocacy organisation for eosinophilic diseases, which are among the many conditions where tube feeding may be needed to ensure adequate nutrition.

ausEE Inc. CEO, Sarah Gray, explains the significance of the campaign colours: "Purple is a common colour of feeding tube supplies, while blue represents what flows through the tube — whether that's formula, blended foods, breastmilk, or water."

Throughout Feeding Tube Awareness Week, ausEE will share a series of #MyTubie stories across its social media platforms to highlight the diverse people who rely on tube feeding. A free Virtual Education Program will also run during the week, with new daily video content released from tube feeding specialists, as well as individuals and families with lived experience.

"At the time, a feeding tube felt like the beginning of the end. But now I know better. It was, in fact, the beginning of living," says Jessie, who is sharing her story as part of the 2026 campaign.

ausEE is encouraging the community to get involved by reading a story, watching an educational video, or visiting a participating landmark. Community members are invited to take photos and share them on social media using the hashtags #FTAWLightUp, #FTAW2026, and #TubieTuesday.

To learn more about Feeding Tube Awareness Week, view participating landmarks, and access free resources, information, and support networks, visit feedingtubeaware.com.au.

-ENDS-

Why are landmarks illuminating purple and blue?

Landmarks across Australia and New Zealand are lighting up purple and blue to mark Feeding Tube Awareness Week (1–7 February 2026). Purple is a common colour of feeding tube supplies, while blue represents what flows through the tube — including formula, blended foods, breastmilk, or water. The Light Up campaign helps raise awareness of tube feeding and the many babies, children, teenagers, and adults who rely on feeding tubes for nutrition.

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ausEE's social media:

Facebook: <https://www.facebook.com/ausEEInc>

Instagram: https://www.instagram.com/ausee_inc/

LinkedIn: <https://www.linkedin.com/company/ausee-inc>

X: <https://x.com/ausEEorg>

About ausEE Inc.

ausEE Inc. is a national health promotion charity founded in 2009. Its mission is to improve the lives of people affected by eosinophilic diseases by providing support, evidence-based information, resources, advocacy, and by raising awareness and funds for research in Australia. Some individuals with eosinophilic conditions may require tube feeding to meet their nutritional needs, and ausEE provides information, support, and community connections for those living with feeding tubes.