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FOR IMMEDIATE RELEASE

Media release

Stigma Health tackles local taboo with Rugby ground sponsorship

NEWCASTLE, Australia, 27th August 2024 - On a mission to break taboos around sexual health and STI testing, Stigma Health has upped the ante on locker room conversations by sponsoring local Maitland Rugby Club this year.

“As the leading provider of online STI testing, Stigma Health doesn’t shy away from the awkward conversations and tackling taboos around STIs needs to start in the most unlikely of places to enact real change” James Sneddon, CEO and co-founder of Stigma Health said.

The partnership has been well received by the players and community with co-founders James Sneddon and Dr Mitchell Tanner competing on rival teams - whenever they meet it’s now referred fondly by locals as the ‘Sexual Health Round’.

“If you need to have a laugh about it to break the ice then bring it on, it’s how you get the conversation started right? Normalising sexual health is going to have exponential benefit for local communities and future generations” Sneddon adds.

According to the [World Health Organization \(WHO\)](#), more than 1 million STIs are acquired every day worldwide, the majority of which are asymptomatic – meaning someone might not even be aware they have an STI because they aren’t showing any obvious symptoms. In Australia, STIs continue to rise, with the most recent report showing 10,918 cases of Chlamydia - 33% higher than the historical five-year mean.

Regionally, the impact is significant, and one of the main reasons Sneddon and his co-founder Dr Tanner got Stigma Health off the ground to acknowledge the issue in their local community.

The partnership runs through the 2024 season.

Stigma Health offers comprehensive testing with a bulk-bill option for Chlamydia, Gonorrhoea, Syphilis, Hepatitis A, Hepatitis B, Hepatitis C, and HIV.

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MEDIA CONTACT

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About Stigma Health

Stigma Health is making sexual health sexy AF!

Established in 2015 by practitioner Dr Mitchell Tanner and rugby-playing accountant and entrepreneur James Sneddon, these two blokes are on a mission to make STI testing available to every Aussie who's DTF. That means removing the need for that awkward face-to-face doctor visit that is just cringe (*dead*). Stigma Health is already Australia's largest sexual health clinic group, delivering STI testing to over 50,000 lovers, through an online, discreet, convenient sexual health service. So, no more excuses honey - download the Stigma Health app or visit www.stigmahealth.com and get tested today!

