

Nutella puts Nepean girl on its champion label



This fall, Ayala Ravek, 13, will be featured as a Little Champion on Nutella hazelnut spread labels.

MICHELLE RICKARD NEPEAN THIS WEEK

Ayala Ravek is making headlines again.

This time, Nutella Ferraro, a hazelnut spread with skim milk and cocoa, is promoting the 13-year old Nepean teen's work on its jar labels as part of its "Little Champions" campaign.

A few months ago, Ayala's father Oded Ravek sent an e-mail to the Nutella company explaining his daughter's achievement and how she is bringing awareness to Reflex Sympathetic Dystrophy (RSD), a rare disorder of the sympathetic nervous system causing injury or trauma to a part of the body that results in continuous pain for those who live with it.

In all, 15 children will be featured on the jars, which are expected to hit grocery shelves this fall.

The label featuring Ayala explains

the work she has done through her website, which is an information and communication site for people suffering from RSD.

Ayala, who developed RSD in 1998 after an injury she sustained during a floor hockey game in gym class, decided to start up her own website as a way to reach out to other kids who are suffering too.

Her website www.NoPainZone.com has been a place for parents and children to share stories and medical resources.

To date, Ayala has received thousands of e-mails from people all over the world.

Recently she was asked to be the editor for the Junior Kids section of the RSD society's monthly newsletter.

Each month, Ayala is responsible for writing an editorial and compiling stories and poems to share with other children who have RSD.

Still developing her writing skills, Ayala has also written a chapter for the book, "Through a Child's Eyes," being printed by Prentice-Hall. The book is being published for the medical community to help doctors and nurses understand how a child deals with pain.

And Ayala hasn't stopped there.

The Grade 9 music student at Canterbury High School, is also finishing a book of poetry and songs which she hopes to have published.

"The poetry book is called "Beyond the Tragedy of Tomorrow: Songs and Poems. I am planning on donating all the proceeds to RSD research," she says.

The writer and aspiring singer is also working on seven books, which she describes as "supernatural and dramatic."