



Lupus Groups Seek International Attention for Chronic Disease Afflicting Five Million People Worldwide

Dear Media Representative:

Lupus groups around the world have united to sponsor the annual World Lupus Day observance on 10 May 2020. At least five million people worldwide have lupus, a chronic autoimmune disease that strikes mostly young women of childbearing age.

Now in its seventeenth year, World Lupus Day will focus on the need for heightened public awareness, improved access to high-quality patient healthcare services, increased research into the causes of and a cure for lupus, and enhanced physician diagnosis and treatment of lupus. The enclosed materials provide background information about lupus and its impact.

Lupus affects more than just the person with the disease -- it also impacts their family, friends, and work colleagues. Still, it is widely under-recognized as a global health problem by the public, health professionals, and governments, driving the need for greater awareness. Early recognition, diagnosis, and treatment of lupus can help stop or reduce the debilitating effects of the disease. However, lupus is often difficult to diagnose because symptoms frequently mimic common illnesses. Increasing awareness of lupus will save lives.

Please join the international effort to increase public awareness and understanding of lupus by promoting the annual World Lupus Day observation in your publication. For additional information, please visit the World Lupus Day website at www.worldlupusday.org.

Sincerely,