

MEDIA ALERT
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Press conference launches efforts of World Allergy Week 2012 to highlight the impact of complex allergic disease on patient quality of life

You are invited to a press call regarding the World Allergy Organization's recommendations for improved patient care as the prevalence of allergic diseases and asthma continues to rise to epidemic levels.

Date: Monday, 16 April 2012

Time: 9:00 am EDT / 3:00 pm CEST

Featured speakers: Ruby Pawankar, MD, PhD and Marek Kowalski, MD, PhD

For the Asia Pacific region

Date: Wednesday, 18 April 2012

Time: 8:30 am IST / 11:00 am WST / 12:00 pm JST
Featured speakers: Ruby Pawankar, MD, PhD and Motohiro Ebisawa, MD, PhD

Professors Pawankar, Kowalski, and Ebisawa will discuss the increasing incidence and complexity of allergic disease, the associated rising socioeconomic costs, and key recommendations for improving patient quality of life.

If you plan on attending the press call, find the toll free dial-in numbers on the WAO website at:

<http://www.worldallergy.org/UserFiles/file/Press-Call-numbers.pdf>. Please register with the World Allergy Organization by sending an email to: sdorsano@worldallergy.org. Interviews with spokespeople can also be arranged. World Allergy Week materials are online at www.worldallergy.org/worldallergyweek.

Why the complexity of allergic disease is a concern

Allergic diseases are becoming more severe and complex, and the heaviest burden is on children and young adults. WAO has gathered data from 62 countries through its member societies that point to a consistent message that allergic diseases are reaching epidemic proportions in the world, now affecting 30 to 40 percent of the population, and are not being appropriately diagnosed and treated. WAO proposes: (1) increased availability and accessibility to allergy diagnosis and therapies as well as (2) advanced research toward preventive strategies to increase tolerance to allergens and slow disease progression and (3) global partnerships of multi-disciplinary teams, involving clinicians, academia, patient representatives, and industry.

These efforts can thereby prevent premature and unwanted deaths and improve patient quality of life.

Speaker Bios

Ruby Pawankar, MD, PhD, Nippon Medical School, Tokyo, Japan; President of the World Allergy Organization

Marek L. Kowalski, MD, PhD, Medical University of Lodz, Lodz, Poland; Chair of the World Allergy Week Steering Committee

Motohiro Ebisawa, MD, PhD, Sagamihara National Hospital, Division of Allergy, Kanagawa, Japan; WAO Board of Directors, Chair of the Communications Council

The World Allergy Week 2012 Regional Spokespersons

Ruby Pawankar, MD, PhD (Global), Paul Greenberger, MD (North America), Sandra González-Díaz, MD, PhD (Latin America), Marek L. Kowalski, MD, PhD (Europe); Motohiro Ebisawa, MD (Asia Pacific), Paul C. Potter, MD (Africa and Middle East)

The [World Allergy Organization \(WAO\)](http://www.worldallergy.org) represents 89 regional and national allergy, asthma and immunology societies and provides a wide range of educational and outreach programs, symposia and lectureships to allergists/immunologists around the world and conducts initiatives related to clinical practice, service provision, and physical training in order to better understand and address the challenges facing allergists/immunologists worldwide.