



ANNOUNCEMENT

For Immediate Release
3 April 2015

Note to Media: See www.worldallergyweek.org for toll-free numbers to participate in the live events

Allergy Experts Will Discuss the Quality of Life and Socio-Economic Burden of Airway Allergies in World Allergy Organization (WAO) Live Events

World Allergy Week, 13 to 19 April, emphasizes link between upper and lower airways

Milwaukee – The World Allergy Organization (WAO) in collaboration with 95 national Member Societies will launch World Allergy Week 2015 (13 to 19 April) to address the public health issues of: *Airway Allergies – The Human and Economic Burden*. Airway allergies such as allergic rhinitis and asthma are often comorbid conditions, with symptoms occurring to a greater or lesser extent in the upper airways (rhinitis) or lower airways (asthma). Often thorough investigation of patients with either allergic rhinitis or allergic asthma reveals inflammation and hypersensitivity throughout the airways.

World Allergy Week 2015 events will highlight the link between the upper and lower airways and increase awareness of the social, economic, and quality-of-life impacts on patients with airway allergies. Internationally known allergy experts will address the issues during two press events to be held by teleconference:

Monday 13 April at 9:00 a.m. EDT (New York)
Wednesday 15 April at 2:00 p.m. JST (Tokyo)

Toll-free call-in numbers from a variety of countries, as well as other details about the presentations, are listed at worldallergyweek.org.

“Chronic inflammatory diseases such as airway allergies and asthma can profoundly affect patient quality of life including difficulty sleeping, not being at your best in school or work, mood and cognition, and participation in sports and leisure activities. In addition to this, there is also a financial burden on patients and their families,” said Dr Lanny Rosenwasser, President of the World Allergy Organization. “Everyone should have an understanding of airway allergies and their connections and how they can be controlled in order to improve quality of life.” said Prof Motohiro Ebisawa, Chairperson of World Allergy Week 2015. “During our live events we will have medical experts from all of the regions of the world presenting and answering questions in order to provide a global view in understanding airway allergies.”

WAO is collaborating with patient advocacy organizations from around the world to assemble resources for those suffering from airway allergies but also information for clinicians, policymakers, and all interested in a better understanding of airway allergies and ways to control their conditions. Throughout the week of 13 to 19 April, WAO will continually update the website with news, activities, and resources at www.worldallergyweek.org.

About the World Allergy Organization

The *World Allergy Organization (WAO)* is an international alliance of 95 regional and national allergy, asthma and immunology societies. Through collaboration with its Member Societies WAO provides a wide range of educational and outreach programs, symposia and lectureships to allergists and clinical 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 allergy and immunology professionals worldwide. For more information, visit www.worldallergy.org.

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