



For Immediate Release

**Understanding Chronic Urticaria Is the Focus of World Allergy Week 2017**  
World Allergy Organization says there is hope for the “Agony of Hives”

Milwaukee, WI. March 9, 2017. World Allergy Organization (WAO), together with its member societies around the world, will host World Allergy Week from April 2-8, 2017. The theme and educational focus will be: *The Agony of Hives – What to do when hives and swelling will not go away.*

Chronic urticaria is defined as episodic or daily hives lasting for at least six weeks and impairing quality of life. To date there is no cure for the disease and suffering can last several years. “Too many people with chronic urticaria give up hope when the symptoms don’t go away,” said Paul Greenberger, MD, of Northwestern University in Chicago. “But there is hope for controlling chronic urticaria with the aid of the allergist.”

During World Allergy Week 2017 experts will provide information to physicians and the general public about the importance of the role of the allergist in diagnosing and managing the disease. “There are multiple options available for treating chronic urticaria,” said Mario Sánchez Borges, MD, of Centro Médico Docente – La Trinidad, in Caracas, Venezuela, and President of the World Allergy Organization. “Allergists have the necessary expertise in the diagnosis and treatment of chronic urticaria including knowledge about medication options. They also are able to teach patients about the condition, which is important in improving quality of life.”

Up to 1.8% of the population currently has chronic urticaria. More research on the global prevalence of the disease is needed. World Allergy Week 2017 organizers plan to draw attention to this and other future needs regarding chronic urticaria.

“The World Allergy Organization has 97 member societies around the world and many of them will participate along with us in World Allergy Week 2017,” said Dr Sánchez Borges. “They will hold workshops for physicians, patient education events and other activities that will help to increase awareness of the disease itself and share information about how to get relief from symptoms that can often seem unbearable.”

Recently, a highly effective biologic therapy (anti-IgE therapy) has become available for chronic urticaria. Experts will discuss the disease and approaches to patient care during a webinar to be held on April 4.

For more information about World Allergy Week 2017 and chronic urticaria, visit: [www.worldallergyweek.org](http://www.worldallergyweek.org). To find a member society of the World Allergy Organization in your country or region, visit: <http://www.worldallergy.org/about-wao/member-societies>.

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### **About the World Allergy Organization**

The World Allergy Organization (WAO) is an international alliance of 97 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/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. ([www.worldallergy.org](http://www.worldallergy.org))

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