

ANNOUNCEMENT

For Immediate Release
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Note to Media: *Free expert presentations by teleconference, see www.worldallergyweek.org*

World Allergy Organization Launches World Allergy Week 2015 to Focus on Airway Allergies

Understanding Airway Allergies Is Key to Improved Quality of Life and Reduced Economic Burden

Milwaukee, WI. –Today the World Allergy Organization (WAO), together with its 95 national Member Societies, has launched World Allergy Week 2015. Through April 19, a variety of educational activities and media events hosted by professional allergy societies, patient advocacy groups, and other organizations around the world will stress the importance of understanding airway allergies to improve quality of life and reduce the socio-economic burden they cause.

“Allergic rhinitis and asthma are two common airway disorders that are increasing in prevalence worldwide,” said Dr Lanny Rosenwasser, President of the World Allergy Organization. “They often coexist, and treatments can address the symptoms of both disorders; but when uncontrolled they can pose a significant burden to patient, family, and society,” he said.

“We are fortunate to be collaborating with individuals and organizations around the world who have expertise in the diseases associated with airway allergies,” said Prof. Motohiro Ebisawa, Chairperson of World Allergy Week 2015. “Their combined efforts will help raise awareness of the main airway allergies and how to understand their causes, symptoms, and methods of control, as part of a shared goal to reduce the overall global burden of allergic disease.”

Internationally known airway allergy experts will address the topic of “**Airway Allergies – The Human and Economic Burden**” in a symposium-style conference call today at 9:00 a.m. EDT (New York) and another live call on Wednesday 15 April at 2:00 p.m. JST (Tokyo). Free to all interested in airway allergies, the calls will offer attendees the chance to ask questions to these leading experts. Toll-free call-in numbers from a variety of countries, as well as other details about the presentations, are listed at www.worldallergyweek.org.

Local events including press conferences, patient education workshops, radio and web-based programs, and free clinics are taking place in many countries throughout the world, as organized by the WAO member societies, healthcare organizations, and individuals involved in the understanding and management of airway allergies. In collaboration with patient advocacy organizations WAO has also developed a list of resources on airway allergies for patients as well as information for clinicians, policymakers, and all interested in learning more about allergies of the airways. 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.

Media Contacts:

Samantha Machart (smachart@worldallergy.org)

+1 414 276 1791

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