

Announcement – 1 April 2014

Note to Media: See [www.worldallergyweek.org](http://www.worldallergyweek.org) for toll-free numbers to call to participate in the calls with anaphylaxis experts

## **Anaphylaxis Experts Will Discuss Risks and Resources in Live World Allergy Organization Events**

*World Allergy Week, 7 to 13 April, Emphasizes Anaphylaxis Preparedness and Prevention*

Milwaukee – The World Allergy Organization (WAO) is launching World Allergy Week 2014 (7-13 April), together with 95 national Member Societies, to address the topic of “Anaphylaxis – When Allergies Can Be Severe and Fatal.” Anaphylaxis is a serious allergic reaction that comes on suddenly after exposure to allergens and can be life threatening. World Allergy Week 2014 is focused on increasing awareness of anaphylaxis causes, risks, and symptoms as well as preparation and prevention measures.

Internationally known anaphylaxis experts will address those anaphylaxis topics during two press events to be held by teleconference:

Monday 7 April at 9:00 a.m. EDT (New York)  
Wednesday 9 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](http://worldallergyweek.org).

When anaphylaxis occurs, it is an emergency situation, and as such, it affects virtually everyone. Individuals, families, communities, and industries such as food manufacturing, labeling, and preparation, as well as clinics and healthcare facilities, all should have an understanding of anaphylaxis, what causes it, and how it can be treated and prevented.” said Dr. Lanny Rosenwasser, President of the World Allergy Organization. “In addition, anaphylaxis isn’t specific to one region of the world. 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 of current anaphylaxis knowledge and concerns.”

WAO is collaborating with patient advocacy organizations from around the world to compile a list of resources on anaphylaxis for those at risk of anaphylaxis but also information for clinicians, policymakers, and all interested in learning more about anaphylaxis, its risks, and how to treat it and prevent it. Throughout the week of 7 to 13 April, WAO will continually update the website with news, activities, and resources at [www.worldallergyweek.org](http://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](http://www.worldallergy.org).

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