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Take Action, Prevent Reactions During the 12th Annual Food Allergy Awareness Week

FAIRFAX, Va. (April 1, 2009) – The focus of the 12th Annual Food Allergy Awareness Week (FAAW), which runs May 10-16, will be on helping those with food allergies to “Take Action, Prevent Reactions.”

The prevalence of children with food allergies rose 18 percent between 1997 and 2007, according to the Centers for Disease Control and Prevention, and more research on food allergies is being conducted throughout the world.

FAAW was created by the Food Allergy & Anaphylaxis Network (FAAN) to educate others about food allergies. It is for the 12 million Americans who have food allergy, including three million children under 18. It is for the kids who take a special bagged cupcake to a birthday party, for the vigilant parents who thoroughly quiz restaurant servers about cross-contact possibilities, and for the millions who carry epinephrine auto-injectors with them everywhere they go.

“Food allergies touch the lives not only of those who have them, but also the parents, relatives, teachers, caregivers, restaurants, and health professionals who help manage food allergies,” said Julia Bradsher, CEO of FAAN. “Through their efforts during Food Allergy Awareness Week, and throughout the year, education and awareness about food allergy can reach new levels. To all those who help keep people with food allergies safe, thank you.”

For more than a decade, people have been finding creative ways to mark Food Allergy Awareness Week. Students have plastered their school hallways with food allergy awareness posters, children have opted to forgo presents at birthday parties to collect money for food allergy research, parents have written to their state governors to urge a proclamation of FAAW, and school nurses and teachers have given presentations to educate students about food allergy.

Attached you will find a personal story about food allergies. This is just one example of the 12 million Americans who have food allergies.

For more information on Food Allergy Awareness Week, visit www.foodallergy.org.

ABOUT FAAN

Founded in 1991, the Food Allergy & Anaphylaxis Network (FAAN) is the world leader in information about food allergy, a potentially fatal condition that afflicts approximately 12 million Americans, or one out of every 25. A nonprofit organization based in Fairfax, Va., FAAN has 30,000 members in the U.S., Canada, and 62 other countries. It is dedicated to increasing public awareness of food allergy and its consequences, to educating people about the condition, and to advancing research on behalf of all those affected by it. FAAN provides information and educational resources about food allergy to patients, their families, schools, health professionals, pharmaceutical companies, the food industry, and government officials. For more information, please visit FAAN at www.foodallergy.org, www.faankids.org, and www.faanteen.org.

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