



## The Progeria Research Foundation

### President

### Executive Director

Audrey Gordon, Esq.

### Board of Directors

Carl Alviti, CPA

Karen N. Ballack, Esq.

Scott D. Berns, MD, MPH

Sandra A. Bresnick, Esq.

Rabbi Harold Kushner

Suzette Kushner, MS

Kim Paratore

John Seng

Elliott C. Wohlner, MD

### Board of Advisors

W. Ted Brown, MD, PhD

Monica Kleinman, MD

George M. Martin, MD

Robert K. Morrison

Mary Oh, MD

William Oh, MD

Dr. William F. Schulz

Mel Zuckerman

### Medical Director

Leslie B. Gordon, MD, PhD

P. O. Box 3453

Peabody, MA 01961-3453

Tel: (978) 535-2594

Fax: (978) 535-5849

info@progeriaresearch.org

[www.progeriaresearch.org](http://www.progeriaresearch.org)

### Global Awareness Campaign Leads to 31% Increase of Known Children with Disease Affecting Less Than .01% of World's Population

**BOSTON, MA (October 2010)** – The one year anniversary of The Progeria Research Foundation's (PRF) [Find the Other 150 campaign](#) marks an incredible milestone – a **31 percent increase** in the number of children identified with Progeria in just one year. This global awareness campaign is a collaboration between PRF and GLOBALHealthPR, a partnership of international health care communications specialists.

As of October 2009, only 54 children living in 30 countries had been identified with Progeria, a rare, fatal, and rapid aging disease affecting less than .01% of the world's population. However, experts estimated that another 150 children with Progeria were alive elsewhere in the world, but had not yet been located or identified.

In just twelve months, the campaign achieved unprecedented results:

- **17** children from 12 countries identified since October 2009
- **5** continents that now have known children living with Progeria
- **71** total children now known to be living with Progeria around the world, a **31** percent increase

“At the launch of the campaign, we said that finding even one child would make the campaign a success,” said [Audrey Gordon](#), President and Executive Director, PRF. “This year's success is a testament to the power of global collaboration. We now know that through our continued global efforts, we can find even more children with Progeria to provide them with unique and essential medical services and care, and significantly further medical research to develop treatments and a cure.”

PRF hopes to achieve even better results during the second year of the campaign. How can this be achieved?

- Continued media coverage by media outlets worldwide to raise awareness of the disease in parts of the world where children have not been located or identified, such as Russia and China
- Driving media as well as physicians and families to use of the campaign website, [www.findtheother150.org](http://www.findtheother150.org), an international resource with images of children with Progeria and information about the disease translated into several languages
- Media, physicians and families worldwide should follow updates from PRF through [Facebook](#) and [Twitter](#), and encourage others to use these pages to find out more information

“There is a direct correlation between media exposure and identification of children, as evidenced by the tremendous success in Brazil, where the number of children soared from 1 to 7 as exposure to Progeria reached the entire country,” Ms. Gordon said.

Since all children with Progeria eventually die from the same heart disease that affects millions of older people, finding a cure for Progeria may provide clues to preventing or treating heart disease, as well as other conditions associated with the natural aging process. PRF is the only non-profit organization solely dedicated to finding treatments and the cure for Progeria.

**About GLOBALHealthPR**

GLOBALHealthPR, founded in 2001, is represented by leading, health-focused, independent public relations agencies in 12 countries; Argentina, Brazil, France, Germany, India, Italy, Japan, Mexico, Spain, Turkey the UK, and the US. The organization is headquartered in Washington, DC, at Spectrum. The independent nature of GLOBALHealthPR ensures accountability and commitment to clients and staffs.

**About The Progeria Research Foundation**

The Progeria Research Foundation (PRF) was established in 1999 to find the cause, treatment and cure for Progeria – a rapid aging disease that causes children to die from heart disease or stroke at an average age of 13. In the past 10 years, research conducted in partnership with PRF has identified the gene that causes Progeria and possible treatments. PRF is now funding first-ever Progeria clinical drug trials, currently underway at Children’s Hospital Boston. To learn more about Progeria and what you can do to help, please visit [www.progeriaresearch.org](http://www.progeriaresearch.org).

###