



Football Star Partners with Asthma Foundation to Help Kids Tackle Asthma

NY Giants' Rashad Jennings & AAFA to #TackleAsthma during Asthma and Allergy Awareness Month

Landover, Md. May 3, 2016 – The Asthma and Allergy Foundation of America (AAFA) and Rashad Jennings of the New York Giants today announced the launch of their #TackleAsthma campaign to educate and inspire children with asthma. As part of National Asthma and Allergy Awareness Month this May, AAFA and Jennings are working to help families understand and manage the daily challenges of living with asthma.

The website, www.TackleAsthma.org, features Rashad Jennings' personal story, an Asthma Playbook, educational resources and videos, and experiences shared by children living with asthma.

Jennings, who was diagnosed with asthma at age 9 and hospitalized by his first asthma attack at age 10, shares his struggles with asthma to show kids living with this chronic disease that they are not alone in their journey. As part of his efforts with the Rashad Jennings Foundation, Jennings aims to empower these children to take charge of their asthma.

“I still see myself as that asthmatic kid who was told he would never be able to play sports,” says Jennings. “Through #TackleAsthma, I’ve had a chance to connect with kids who have asthma to show them that I’m just like them. I want kids to understand that you can live with asthma, you can overcome asthma, and you can tackle asthma like I did.”

Asthma affects over 6 million children and nearly 18 million adults in the United States, according to U.S. Centers for Disease Control and Prevention. Among children, asthma is the third leading cause of hospitalizations and one of the top causes of school absences.

“Children with asthma often feel isolated when they can’t be active or keep up with their friends,” says Neeta Ogden, M.D., a member of the Medical-Scientific Council at AAFA. “I encourage children and adults to use resources at www.TackleAsthma.org and work with their physicians to learn how to effectively manage their asthma. With the right tools, people with asthma can learn to be safe on and off the field.”

Together, AAFA and Rashad Jennings have created the #TackleAsthma campaign and website as a portal to reliable and easy-to-understand educational information about recognizing, managing, and living with asthma. In addition to resources currently available at www.TackleAsthma.org, the campaign will also include an upcoming Twitter chat, additional videos, and contests designed to encourage Americans of all ages to tackle their asthma head-on.



About AAFA

Founded in 1953 and celebrating over 60 years of service, the Asthma and Allergy Foundation of America (AAFA) is the oldest and largest nonprofit patient organization dedicated to improving the quality of life for people with asthma, allergies and related conditions through education, advocacy and research. AAFA provides practical information, community-based services, support and referrals through a national network of chapters and educational support groups. Through its Kids With Food Allergies division, AAFA offers the oldest, most extensive online support community for families raising children with food allergies at community.kidswithfoodallergies.org. In addition, AAFA sponsors and advocates for research to advance the basic science relevant to treatment and cure. It also champions translational research so that the science that we have is applied more consistently and reliably. For more information, visit www.aafa.org.

About The Rashad Jennings Foundation

The Rashad Jennings Foundation educates, inspires and encourages youth everywhere through three main initiatives: The RJF Reading Challenge, Mentorship and Camp 180. Rashad realizes that one of the key reasons why his childhood dreams are a reality today is because, in his youth, someone cared enough to inspire him through education, provide him with mentorship for success, and encourage health and fitness as a way of life. These real-life experiences are what drive the Rashad Jennings Foundation.

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