



**FOR IMMEDIATE RELEASE**

## **National Asthma and Allergy Awareness Month Tackles Epidemic to Educate Public**

*Asthma and Allergy of Foundation America (AAFA) Focuses on Prevention and Treatment*

**LANDOVER, Md. May 2, 2017** - For over 30 years, Asthma and Allergy Foundation of America (AAFA) proclaims the month of May as National Asthma and Allergy Awareness Month. In the U.S., asthma and allergic diseases such as pollen allergies or food allergies affect over 60 million people.

AAFA will lead several awareness campaigns, including:

- A [nationwide campaign](#) to empower those living with asthma and allergies to share how they #TackleAsthma or #TackleAllergies. The campaign will include educational messages on how to prevent asthma and allergy flare-ups in and out of the home. Five participants will be selected to win a “healthier home” package of Certified **asthma and allergy friendly®** products.
- [#FacesOfFoodAllergies](#) is a social media campaign that addresses food allergy bullying and provides a support platform for kids with food allergies.

“These chronic conditions affect one in every five Americans. People may not be seeking care for their conditions, or may not be able to afford the cost of their medication and doctor visits,” states Lynda Mitchell, AAFA’s chief operating officer. “Sadly, ten people die each day from asthma, many of which could be avoided with proper care and treatment.”

National Asthma and Allergy Awareness Month features:

- World Asthma Day on May 2
- Air Quality Awareness Week May 1-5
- Food Allergy Awareness Week May 14-20
- National Eosinophil Awareness Week May 14-20

“Asthma and allergy control begins at home. It is important to use appropriate and effective cleaning methods to address common indoor allergy triggers like dust mites, pet dander and mold,” said Melanie Carver, AAFA’s vice president of community services. “Managing indoor air quality can lessen allergy symptoms and prevent asthma episodes.”

For information about effective ways to manage allergies, visit [www.aafa.org](http://www.aafa.org).



Asthma and Allergy  
Foundation of America

**About AAFA**

The Asthma and Allergy Foundation of America (AAFA), a not-for-profit organization founded in 1953, is the leading patient organization for people with asthma, allergies and related conditions. AAFA provides practical information, community based services and support through a national network of chapters, support groups and online communities. To learn more about AAFA, visit [www.aafa.org](http://www.aafa.org).

**About KFA**

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](http://community.kidswithfoodallergies.org).

CONTACT FOR MEDIA ONLY: Sanaz Eftekhari, [sanaz@aafa.org](mailto:sanaz@aafa.org), 202-466-7643, x238.

END  
###