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PUBLICATION:	Business Today
DATE:	June-2017
COUNTRY:	Egypt
CIRCULATION:	9,500
TITLE :	ThalaCinema: Real life heroes raise awareness of thalassemia
PAGE:	64
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	1,750

ThalaCinema: Real life heroes raise awareness of thalassemia

On International Thalassaemia Day (ITD), the Egyptian Thalassaemia Association (ETA), Novartis Pharma, the Iron Health Alliance, and Al Sawy Culture Wheel showcased heroic stories of two Egyptians living with thalassemia, Heba Ibrahim and Manal Shoukry. "In Egypt, there are 10,000 registered thalassemia cases and over 20,000 non-registered ones, with a carrier rate at 9% of the population," said Dr. Amal Al Beshlawy, Professor of Hematology and Pediatrics at the About Rish University Hospital and President of the ETA. "Preventive measures and marital checkups must be enforced and nationwide genetic counseling centers should educate those wishing to get married on the danger of marrying carriers and interfamilial marriages which double the risk of children being born with the disease. I now volunteer with the Egyptian Red Crescent to inform patients and their families on thalassemia. With treatment, these children can pursue fulfilling lives," said Manal Shoukry.

