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PUBLICATION:	Daily News
DATE:	11-June-2017
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE :	On International Thalassemia Day: Real heroes drive awareness of the disease
PAGE:	Back Page
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	21,750

On International Thalassemia Day: Real heroes drive awareness of the disease

On International Thalassemia Day (ITD), the Egyptian Thalassemia Association (ETA), Novartis Pharma, Resala's Life Saving Team, and Al Sawy Culture Wheel joined forces to raise awareness of thalassemia.

To encourage those affected with this dangerous genetic disease to lead normal lives they showcased a documentary on the heroic stories of two patients living with thalassemia, Heba Ibrahim and Manal Shoukry.

"Our focus – together with our

partners – was to make this year's ITD special, so we created a documentary of patients living with thalassemia to inspire hope and encourage the nearly 30,000 thalassemia patients in Egypt" said Dr. Amal Al Beshlawy, Professor of Hematology and Pediatrics at Aboul Rish University Hospital and President of the Egyptian Thalassemia Association.

The documentaries are part of 'Voices, Stories of Patients: Transfusion-dependent thalassemia (TDT) Voices', a global patient-oriented

program designed to raise awareness of transfusion-dependent thalassemia by portraying daily life, human and medical challenges.

Dr. Al Beshlawy added that it is now easier than ever to control thalassemia. Tremendous progress in medicine has enabled the development of oral treatments which stimulate iron chelation, transforming thalassemia from a deadly disease to a chronic ailment, significantly improving quality of life and survival rates.