

[Insert organization logo and the **hae day :-)** logo]

Date for your diary:
16 May 2018 – the global awareness day for the rare condition
Hereditary Angioedema (HAE)

16 May 2018 is the global awareness day for the rare condition Hereditary Angioedema (HAE).

The primary aim of the **hae day :-)** is to raise awareness of HAE among the general public and medical community in order to create an environment in which there is better care, earlier and more accurate diagnosis and knowledge that HAE patients can lead a healthy life.

HAE is a disease that causes significant swelling to various parts of the body, resulting in pain and disfiguration, and it can be life-threatening in the case of throat attacks. HAE is rare, and is thought to affect up to 1 in every 10,000 people worldwide.

In [insert country] there are [insert patient number] living with HAE. On average it can take about 13 years for a patient to be diagnosed with HAE because the symptoms are similar to those of many other common conditions such as allergies or appendicitis. By the time HAE is diagnosed correctly, the patient has often seen a number of physicians, may have undergone unnecessary operations and could have felt a major impact on their quality of life.

The 2018 **hae day :-)** coincides with patients, relatives, caregivers, and people from the industry walking part of the ancient pilgrimage *Jakobsweg* route through Vienna, Austria where the fourth HAE Global Conference is taking place 17-20 May 2018.

[Insert details of what your plans are for **hae day :-)**]

For more information:

• [Insert name and contact details, e.g. phone number and email address]

- The official **hae day :-)**
 - Website at www.haeday.org
 - Facebook page at www.facebook.com/haeday
 - Twitter account at www.twitter.com/haeday

(A) TEMPLATE "Save the day"

- YouTube channel at www.youtube.com/haedaychannel
- Other sources
 - HAEi website: www.haei.org
 - *[Insert website of national organization]*