



Email Subject: Story on Lupus, a Disease Afflicting 5 Million People Worldwide

Dear Media Representative:

Lupus groups around the world have united to lead the annual World Lupus Day observance on 10 May 2025. At least five million people worldwide have lupus, a chronic autoimmune disease that can damage any organ or tissue from the skin or joints to the heart or kidneys.

Now in its 22nd year, World Lupus Day will focus on the need for heightened public awareness of lupus, improved patient healthcare services, increased research into the causes of and desperately needed treatments for lupus, enhanced physician diagnosis of lupus, and better epidemiological data on lupus globally.

Lupus affects more than just the person with the disease -- it also impacts their family, friends and work colleagues. Still, it is widely under-recognized as a global health problem by the public, health professionals, and governments, driving the need for greater awareness. Early recognition, diagnosis and treatment of lupus help to slow the debilitating effects of the disease. However, lupus is often difficult to diagnose because symptoms frequently mimic common illnesses. Increasing awareness of lupus will save lives.

World Lupus Day was first observed in 2004, and a number of special events were held to highlight its importance. Most significant was the issuing of the inaugural World Lupus Day Proclamation, recognizing this historic day and demonstrating concern for the needs of millions of individuals globally. This year, lupus organizations hope even more governments will sign and endorse the Proclamation.

Please join the international effort to increase public awareness and understanding of lupus by promoting the annual World Lupus Day observation in your publication, sharing information about the disease and considering to write a story about the experience of an individual living with lupus. I would be happy to share my lupus story and put you in touch with others living with lupus so that you can understand the many struggles and challenges we face daily because of this debilitating disease.

Please contact me if you are interested in telling the story about lupus. And for additional information, please visit the World Lupus Day website at www.worldlupusday.org.

Sincerely,