



International Myeloma Foundation (IMF) Declares March Myeloma Action Month

*IMF's Proactive Campaign Harnesses Energy of Patient Advocates
to Raise Awareness of 2nd Most Common Blood Cancer*

[insert city, state abbr., January XX, 2017]—The International Myeloma Foundation (IMF)—improving the quality of life of myeloma patients while working toward prevention and a cure—is harnessing the energy of patient advocates to raise awareness of the disease during the organization’s 2017 Myeloma Action Month campaign, starting March 1st

Myeloma, a cancer of the blood plasma cells that affects approximately 90,000 people in the US, is the second most common blood cancer. Yet, because it is a relatively unknown cancer, myeloma can go undiagnosed until the disease begins to seriously damage health. With more treatment options available than ever, an early diagnosis is vital for achieving the best outcome for patients.

The IMF is the oldest and largest foundation focusing specifically on multiple myeloma. Its reach extends to more than 450,000 members in 140 countries worldwide, and the organization’s key message is “knowledge is power.” IMF President and Co-Founder Susie Novis Durie acknowledges, “The IMF is proud to see advocates—patients, caregivers, and community supporters—taking charge with actions that will increase awareness of myeloma across the United States and around the world.”

During Myeloma Action Month, the IMF and its army of patient advocates will partner to increase myeloma awareness on multiple fronts. The organization invites all advocates to join in by:

- Participating in a patient advocacy **letter-writing campaign**
- Using the hashtag **#IMFmam** on Twitter and Facebook
- Changing your Facebook image and Twitter image to the **MAM logo**
- Contributing a public service announcement (**PSA**) to your local radio station
- Writing an **article for your local newspaper** about myeloma
- Posting the **IMF Myeloma Action Month** flyer in your neighborhood

Robin Tuohy, Senior Director, Support Groups, notes that “The International Myeloma Foundation (IMF) and our supporters work tirelessly and passionately to increase awareness of myeloma to align with our core mission: ‘Knowledge is Power.’ The IMF is harnessing the energy of patient advocates to raise awareness of myeloma during our 2017 Myeloma Action Month campaign. *Each of our Actions together can help to save lives!*”

For additional information about **Myeloma Action Month**, please visit: <http://mam.myeloma.org/>

ABOUT LOCAL SUPPORT GROUP

INSERT LOCAL SUPPORT GROUP EFFORTS AND INFORMATION. [The IMF has provided various options for groups to become involved in during Myeloma ACTION Month Please see specific website: <http://mam.myeloma.org>.



This section can include any efforts being done locally to take measurable actions that increase awareness of multiple myeloma. If you are a patient or caregiver, you may also wish to share your personal story as well as details regarding your local support group.

Please tailor this section to best reflect your group's interests and efforts.]

ABOUT THE INTERNATIONAL MYELOMA FOUNDATION

Founded in 1990, the International Myeloma Foundation (IMF) is the oldest and largest foundation focusing specifically on multiple myeloma. The Foundation's reach extends to more than 450,000 members in 140 countries worldwide. The IMF is dedicated to improving the quality of life of myeloma patients while working toward prevention and a cure by focusing on four key areas: research, education, support, and advocacy. The IMF has conducted more than 250 educational seminars worldwide, maintains a world-renowned InfoLine, and in 2001, established the International Myeloma Working Group (IMWG), a collaborative research initiative focused on improving myeloma treatment options for patients. In 2012, the IMF launched the Black Swan Research Initiative[®], a groundbreaking research project aimed at curing myeloma. The IMF can be reached at (800) 452-CURE (2873). The global website is www.myeloma.org. Follow the IMF on Twitter @IMFmyeloma.

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