



Connecting Stories of Hope

FOR IMMEDIATE RELEASE

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May 15, 2010 - VBF 5th Annual International Day of Awareness

The Vascular Birthmarks Foundation is designating May 15th as its VBF Sixth Annual International Day of Awareness. Participants all over the United States, and the world, will be telling their story of how a vascular birthmark has affected their lives. They will also raise funds through their own grass roots campaign. Participants will wear a VBF Day of Awareness sticker as a way to promote awareness about this very special day. Information about the Vascular Birthmarks Foundation is available at our website at www.birthmark.org.

Locally, the Day of Awareness will be marked by:

The Vascular Birthmarks Foundation is a 501 (c) (3) not for profit international charitable organization that provides support and informational resources for individuals affected by hemangiomas, port wine stains and other vascular tumors. It also sponsors relevant research and promotes physician education.

Each year 40,000 children are born in the United States with a vascular birthmark that requires the opinion of a medical specialist. Of these 40,000 children, nearly 70% will require some form of medical intervention. Very little accurate and comprehensive information existed before 1995. In addition, the protocol for identification, classification and treatment of vascular birthmarks had not been updated in medical schools in over 75 years.

Linda Rozell-Shannon founded VBF in 1995 out of frustration over the lack of information for families affected by a vascular birthmark. Her daughter was born in 1994 and soon after developed a large problematic hemangioma. Since that time, VBF has networked thousands of children and adults into medical treatment by providing the affected families with the most current information on treatment options and by providing a list of international physicians trained in the accurate diagnosis and treatment of these lesions.

Each month, the VBF website receives an average of 10,000 visits. This means that 10,000 times each month someone locates our website and then navigates it to seek one of the services VBF provides. Also available is our "Ask the Experts" feature where patients and family members and physicians can ask world-renowned physicians questions concerning vascular birthmarks. There is a Physician Resource List as well Discussion Forums and the latest news concerning vascular birthmarks. The Vascular Birthmarks Foundation also sponsors yearly clinics and conferences and promotes physician education. We are working to make sure no one goes untreated and that a cause and cure is found.

Local Contact: _____ Phone: _____