



EBONY

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EBONY MEDIA OPERATIONS Is the New Media Partner of the Sickle Cell Disease Association of America, Inc.

*New National Media Partnership Will Expand Education and Outreach Efforts to Increase Awareness
about Sickle Cell Disease and Sickle Cell Trait*

(SEPT 10, 2018 – BALTIMORE) The Sickle Cell Disease Association of America, Inc. (SCDAA) and EBONY Media Operations (EMO) announce a new media partnership that will enhance national awareness efforts about sickle cell disease (SCD) and help to ensure the disease is not forgotten. The collaboration will use a combination of print, digital platforms, events and speaking opportunities to share educational information with individuals living with SCD and their families to patients better understand the disease and treatment options. The partnership also will increase the dissemination of information to engage new audiences, create new conversations and remove stigma for those affected by SCD.

“SCDAA is grateful for this new media partnership and the value it will bring to the sickle cell community,” said SCDAA President and CEO Beverley Francis-Gibson. “EBONY magazine is one of the premiere publications with a long history of addressing critical issues relevant to the African-American community. This unique partnership will provide exciting new opportunities for SCDAA and EBONY to inform, educate and inspire others to keep SCD at the forefront of health discussions.”

SCD is a global health problem affecting millions of people around the world. It is estimated that approximately 100,000 Americans have the disease, and more than 1,000,000 worldwide have sickle cell trait. Each year, approximately 1,000 babies in the United States are born with SCD, and there is no universal cure for this life-threatening disease.

“For more than four decades, SCDAA has been a champion of the sickle cell community, and EBONY is delighted to partner with them to raise awareness about SCD,” said Linda Johnson Rice, EBONY Media Operations Chairman Emeritus and CEO Michael Gibson. “Our partnership will work to bolster communications efforts and spark new conversations that will help improve the quality of life for those affected by the disease. We look forward to all we can achieve together.”

About SCDAA

SCDAA’s mission is: To advocate for people affected by sickle cell conditions and empower community-based organizations to maximize quality of life and raise public consciousness while advancing the search for a universal cure. Visit sicklecelldisease.org for more information.

About EBONY MEDIA OPERATIONS

EBONY is the No. 1 source for an authoritative perspective on the Black community. Now in its 74th year, EBONY, published eight times per year, reaches nearly 11 million readers featuring the best thinkers, trendsetters, hottest celebrities and next-generation leaders. EBONY ignites conversation, promotes empowerment and celebrates aspiration. Available nationwide on newsstands and the iPad, EBONY is the heart, the soul and the pulse of Black America. It's more than a magazine, it's a movement. Visit EBONY.com for more information.

About SCD

SCD, an inherited blood disease, causes red blood cells to have a sickle shape. Because of their stiffness and unusual form, blood flow is blocked to different tissues, ultimately damaging them. These sickle-shaped red blood cells contain an abnormal type of hemoglobin, hemoglobin S; normal red blood cells have hemoglobin A. Hemoglobin is important because it helps carry oxygen throughout the body. There is currently no cure for SCD.

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