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PRESS RELEASE
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**Monarch Magazine is a New Media Partner of the
Sickle Cell Disease Association of America, Inc.**

*New National Media Partnership Will Enhance Awareness Efforts and Increase Awareness
about Sickle Cell Disease and Sickle Cell Trait*

(May 23, 2019 – BALTIMORE) Sickle Cell Disease Association of America, Inc. (SCDAA) and MONARCH Magazine are proud to 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 partnership will combine print, digital platforms, events and speaking opportunities to share educational information with individuals living with SCD and their families and the general public to provide a better understanding of the disease and treatment options. The partnership also will engage new audiences, create new media and public relations opportunities and help to distill the myths surrounding the disease.

“SCDAA is very appreciative for this media partnership and the new opportunities it will bring to increase awareness about sickle cell disease, a life-threatening disease that is devastating so many families around the globe,” said SCDAA President and CEO Beverley Francis-Gibson. “MONARCH Magazine is one of the premiere lifestyle magazines for affluent African Americans, and SCDAA looks forward to working with MONARCH to bring attention to sickle cell disease and to encouraging others to get involved in our efforts to advocate on behalf of the individuals and families affected by this disease.”

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.

“SCDAA has been a champion of the sickle cell community for more than four decades, and MONARCH Magazine is pleased to partner with this organization to support their mission to raise awareness about sickle cell disease,” said Will Walters, MONARCH Magazine Founder and CEO. “Our partnership will help to extend SCDAA’s communications efforts and broaden its reach into the African American community to share stories, educational information and opportunities for people to get involved in an important cause. We are excited and look forward to supporting SCDAA and the sickle cell community.”

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 www.sicklecelldisease.org.

About MONARCH Magazine

MONARCH is the destination for affluent African American luxury lifestyle! The media forum that brings its sophisticated readership detailed insight into a range of subjects which include automobiles, real estate, travel, private aircraft, fashion, fine jewelry and watches, art, wine, state-of-the-art home electronics and much more.

Empowerment from the inside out with exciting features delivered within a vibrant and intelligent mix of business and lifestyle. Visit www.monarchmagazine.com.

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 universal cure for SCD.

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