



PRESS RELEASE
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**BLACKDOCTOR.ORG 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*

(June 27, 2019 – BALTIMORE) Sickle Cell Disease Association of America, Inc. (SCDAA) and BLACKDOCTOR.ORG are proud to announce a new media partnership that will enhance national awareness efforts about sickle cell disease (SCD). The partnership will use digital platforms, events and speaking opportunities to share educational information with individuals living with SCD and their families and the general public. The partnership will work to dispel myths about the disease and to share patient stories, treatment options, and initiatives happening within the sickle cell community. The partnership also will engage new audiences, create new media and public relations opportunities and help to break the silence surrounding the disease.

“SCDAA is very excited to announce this media partnership and the new opportunities we have together to help remove stigma and to share stories from those living with sickle cell disease,” said SCDAA President and CEO Beverley Francis-Gibson. “BLACKDOCTOR.ORG provides access to innovative new approaches to health information that helps individuals empower themselves by breaking through the health disparities and gaining better control of their health and well-being. SCDAA looks forward to working with BLACKDOCTOR.ORG to increase awareness about sickle cell disease and to encourage individuals to get involved in our efforts to advocate on behalf of those 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 and its chapters across the country have a long history of serving the sickle cell community through education, awareness and advocacy, and BLACKDOCTOR.ORG is proud to partner with them in our collective goals to empower individuals with their health by raising awareness about sickle cell disease,” said Reginald Ware, BLACKDOCTOR.ORG CEO. “Our media partnership seeks to help SCDAA broaden its reach into the African American community and to get people involved in an important cause. We are looking forward to supporting SCDAA and the sickle cell community in this collaborative initiative.”

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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 BLACKDOCTOR.ORG

BLACKDOCTOR.ORG is the all-important primary destination that redefines Black health. It aims to be a trusted, daily resource for healthier, happier living, and daily medicine. A Powerful Resource for Black Health BlackDoctor.org is the world's largest and most comprehensive online health resource specifically targeted to African Americans. BLACKDOCTOR.ORG understands that the uniqueness of Black culture plays a role in our health. BLACKDOCTOR.ORG gives access to innovative new approaches to the health. Guided by the leading physicians, BLACKDOCTOR.ORG provides essential, but difficult to find, health resources, including free referrals to the top Black physicians and health articles that focus on both culturally accurate content and general health topics.

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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