



PRESS RELEASE
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African Sickle Cell News & World Report is a New International Media Partner of Sickle Cell Disease Association of America, Inc.

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

(July 16, 2019 – BALTIMORE) Sickle Cell Disease Association of America, Inc. (SCDAA) and the *African Sickle Cell News & World Report* are proud to announce a new international media partnership that will enhance global awareness efforts about sickle cell disease (SCD). The partnership will use digital platforms and print materials 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, share patient stories and treatment options and engage new audiences.

“Some research estimates that about 240,000 babies are born with sickle cell disease in sub-Saharan Africa every year, and that at least half of such children die before age five,” said SCDAA President and CEO Beverley Francis-Gibson. “Education and early diagnosis is paramount to extending life expectancies and saving lives, and that is why this partnership is so important. *African Sickle Cell News & World Report* focuses on sharing information about this disease from around the world. Together, we can enhance our efforts to educate and 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.

“We are excited to partner with SCDAA, the leading national voice for the sickle cell community,” said Ayoola Olajide, Editor, *African Sickle Cell News & World Report*. “Through education, awareness and advocacy, we seek to collaboratively bring worldwide attention to sickle cell disease and to extend SCDAA’s reach internationally. We are looking forward to this partnership and to continuing to support the international sickle cell community in this collaborative initiative.”

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.

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About African Sickle Cell News & World Report

Established in 2008 as a quarterly publication, *the African Sickle Cell News & World Report* is the world's first SCD-dedicated news-magazine. It was previously known as the *Sickle Cell Journal*. It has designated every month as World Sickle Cell Awareness Month. Visit www.scdjournal.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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