

Dear Friend,

May's Lupus Awareness Month is 31 days of celebrating the many advancements in lupus research, while acknowledging that we must still fight every day for a cure. We thank you for your interest in celebrating this global event with us by honoring **World Lupus Day** and participating in **Put On Purple Day both on Wednesday, May 10, 2023**.

Lupus is one of the cruelest, most mysterious diseases on earth — an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with and a challenge to treat — in short, a cruel mystery.

Help raise public awareness and rally support for those who suffer from the brutal impact of lupus. We can't fight this disease alone — **we need your support to create a future without lupus!** While the coronavirus pandemic has affected all of us in some way, you can still make a difference. It's more important than ever to support the lupus community.

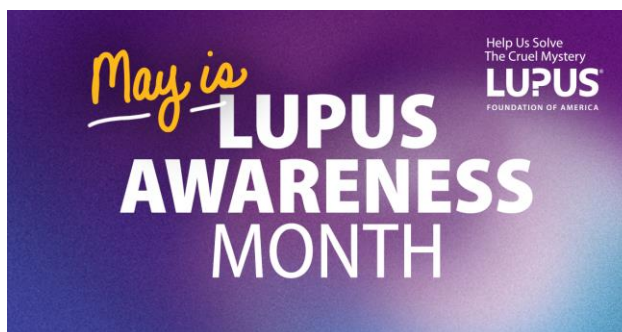
It's easy to participate! We encourage you to wear **purple** proudly on **Wednesday, May 10** and tell people why! Ask your loved ones to participate with you. Post pictures and videos to your social networks and tag **@lupustristate** using the hashtag **#PutOnPurple, #PopPhilly, #LupusTriState, #WorldLupusDay** along with details on why you **Put On Purple** for lupus awareness. Be sure to share with us!

In this toolkit are ways you can contribute to the cause during this uncertain period of time. Remember, **Put On Purple Day** is one of our many programs that raises awareness and understanding of lupus. For more information about other **Lupus Awareness Month** programs and ways you can show your support, visit lupustristate.org/lamtristate.

Once again, thank you for your support in the fight against lupus!

Sincerely,

Cindy Messerle
CEO, Lupus Foundation of America Philadelphia Tri-State Chapter



LUPUS FACTS

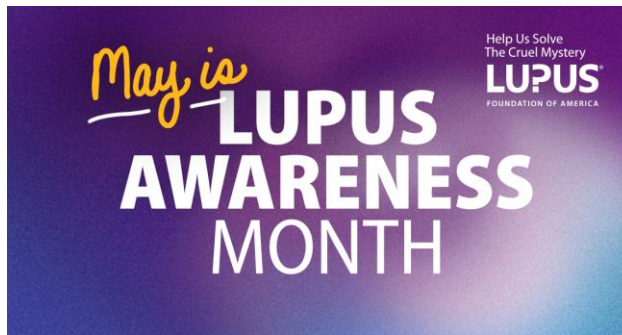
Lupus is one of the cruelest, most mysterious diseases on earth—an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with, and a challenge to treat.

What you need to know about lupus

- Lupus is a complex disease that is hard to define. It strikes without warning, affects each person differently, and has no known causes or cure.
- Lupus symptoms can be severe and highly unpredictable and can damage any organ or tissue, from the skin or joints to the heart or kidneys.
- Living with lupus can be baffling and isolating, as symptoms mimic other illnesses and often do not cause people to look sick.
- While lupus can be disabling and potentially fatal, in many cases the most serious health effects can be managed through aggressive medical treatment and lifestyle changes.
- A majority of people with lupus (63 percent) report being incorrectly diagnosed. Of those reporting an incorrect diagnosis, more than half of them (55 percent) report seeing four or more different health care providers for their lupus symptoms before being accurately diagnosed.
- People with lupus take on average nearly eight prescription medications to manage all of their medical conditions.
- Despite the widespread prevalence of lupus, research on the disease has remained underfunded, relative to its scope and devastation.
- Only three drugs have ever been developed specifically to treat lupus/lupus nephritis and approved by the US Food and Drug Administration.

Who has lupus

- An estimated 1.5 million Americans have lupus.
- Lupus can strike anyone at any time, but 90 percent of the people living with lupus are women.
- Lupus usually develops between ages 15 and 44, and lasts a lifetime.
- Lupus is two to three times more prevalent among women of color—African-Americans, Hispanics/Latinos, Asians, Native Americans, Alaskan Natives, Native Hawaiians and other Pacific Islanders—than among Caucasian women.



THE BASICS

- **Ask** your friends, family, coworkers and employer to **Put on Purple** on May 10 to help raise awareness of lupus and show support for those living with the disease.
- Everyone is encouraged to wear their **purple** lupus awareness wristband or t-shirt. If you don't have one, you can purchase them at www.lupustristate.org/tristate-shop
- Take pictures of your participation and share them with others
 - Post your favorite pictures on facebook.com/lupustristate or on Twitter and Instagram @lupustristate using **#PutonPurple, #PopPhilly, or #LupusTriState**
 - Send pictures to your social networks, along with details about WHY you **Put On Purple** for lupus
 - Don't forget to tag us! Our handle for Facebook, Twitter, and Instagram is @LupusTriState
- **Share your story!** There is nothing more powerful than your lupus journey to help raise awareness about how lupus affects you and your family. Be a part of #31DaysOfPurple and share your story with the LFA to share on social media.
- **Shareable images** – utilize these shareable images on social media to help raise awareness.

TAKE ACTION!

- Use your virtual happy hour for good! Brand your happy hour as a fundraiser, ask your friends and family to make a contribution, and share your lupus story. You can do this on World Lupus Day/Put on Purple Day.
 - Not a fan of the happy hour? Try changing it up to be a virtual talent show, virtual yoga class, virtual trivia game, or anything else that speaks to you!
- Send handwritten letters or emails to your friends and family, or post to your social media accounts on Facebook/Twitter/Instagram, announcing your commitment and invite them to join you by wearing **purple**.
- Challenge your friends to play the KNOW LUPUS card game online at www.knowlupus.org.
- If you are participating in the Walk to End Lupus Now, ask people to join your team. While they may not have the means to make a donation at this time, perhaps that will change by the time the Walk takes place. ~~Registration is open for all 4 of the walks~~ registration is open for all 4 of the walks — www.lupustristate.org/tristate-walks.
- Ask your employer to support a wear purple to work and ask your fellow employees to make a donation in support of wearing purple on May 10.
- Start a Facebook fundraiser in celebration of World Lupus Day/Put on Purple Day.

