**

**FOR IMMEDIATE RELEASE**

**[Insert Company/Organization/Individual Name] Supports Rare Disease Day® and   
Joins Global Movement to Raise Awareness for Rare Diseases**

**[CITY], [STATE]—[Month] [XX], 2020—**[Insert name] has joined forces with over 25 million Americans living with a rare disease and health care advocates around the world for **Rare Disease Day®** on February 29. Rare Disease Day is an annual awareness day dedicated to elevating public understanding of rare diseases and calling attention to the special challenges people face.

[Insert 3-5 sentences about your organization and the event/awareness activities you are planning.]

[Insert quote about why you are getting involved. Explain why you care, are getting involved, and why it is important for others to know about rare diseases.]

[Insert information about attending the event if open to the public and/or registration is required, with contact information.]

According to the National Institutes of Health (NIH), a disease is rare if it affects fewer than 200,000 people in the United States. There are more than 7,000 rare diseases currently identified and approximately 90% of them are still without FDA-approved medical treatments.

Rare Disease Day takes place every year on the last day of February—the rarest date on the calendar—to underscore the nature of rare diseases and what patients face. It was established in Europe in 2008 by EURORDIS, the organization representing rare disease patients in Europe, and is now observed in more than 80 nations. Rare Disease Day is sponsored in the US by the National Organization for Rare Disorders (NORD®), the leading independent, nonprofit organization committed to the identification, treatment, and cure of rare diseases. The core message of NORD’s “Show Your Stripes” campaign is to wear stripes on Rare Disease Day to raise awareness and show support for those living with rare diseases.

For more information about Rare Disease Day in the US or “Show Your Stripes,” go to [rarediseaseday.us](http://rarediseaseday.us). For information about global activities, go to [rarediseaseday.org](http://rarediseaseday.org)). To search for information about rare diseases, visit NORD’s website, [rarediseases.org](http://www.rarediseases.org).

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**Media contacts:**

[If applicable, insert your organization’s media officer with contact information)Laura Mullen, NORD, [media@rarediseases.org](mailto:media@rarediseases.org)