**FOR IMMEDIATE RELEASE**

**Celebrating Over 25 Million Americans on Rare Disease Day in [City / Town]**

***Local Resident Shares Rare Disease Story and Promotes Awareness for Rare Disease Day® on February 28***

**[CITY], [STATE]—[Month] [XX], 2023—** 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 – and it is as important in [City / Town] as anywhere across the globe. [Write out age]-year-old [insert name], a resident of [city/town] has a rare disease and will take part in a global movement for **Rare Disease Day** on February 28.

[Include 3-5 sentences about your personal story. It is helpful to share the name of your disease, symptoms, when you were diagnosed and how long it took to get your diagnosis, prognosis, if this runs in your family, and anything else that makes your story unique.]

[Insert quote from patient/patient’s parent about why it is important for other people to know about rare diseases and what those living with a rare disease experience.]

According to the National Institutes of Health (NIH), a disease is rare if it affects less than 200,000 people in the United States. Over 25 million Americans live with a rare disease—and nearly half of these patients are children. For the over 7,000 known rare diseases, 90% are still without FDA-approved treatments.

[If applicable, include event information, such as: In honor of [insert patient name] and Rare Disease Day, [insert organization or person and relationship to patient] will host an event at [insert location], [insert address], at [insert time]. The event is open to the public. To register or purchase tickets in advance, visit [insert website] or call [insert phone number].

Rare Disease Day is marked globally every year on the last day of February—the rarest date on the calendar—to underscore the nature of rare diseases and the challenges patients face. Rare Disease Day is sponsored in the United States by the National Organization for Rare Disorders (NORD®), the leading independent, nonprofit organization committed to the identification, treatment, and cure of rare diseases.

For more information about Rare Disease Day in the US, visit [rarediseaseday.us](http://rarediseaseday.us). For information about global activities, visit [rarediseaseday.org](http://rarediseaseday.org). For general information, tools, and resources about rare diseases, visit NORD’s website, [rarediseases.org](http://www.rarediseases.org).

###

**Media contacts:**

[If applicable, insert your organization’s media officer with contact information)

Rohan Narayanan, NORD, rnarayanan@rarediseases.org