American Latex Allergy Association

ALAA Announces Latex Allergy Awareness Week 2009

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.

FOR IMMEDIATE RELEASE

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American Latex Allergy Association Sponsors
Latex Allergy Awareness Week: October 4-10th, 2009

?Latex Allergy 101?

MILWAUKEE, WI (April 23, 2009) ? Latex Allergy Awareness Week is observed nationally each October. The American Latex Allergy Association is encouraging the observance of this week throughout the United States, October 4-10. A state proclamation has been requested from Governor Jim Doyle to officially designate the week in Wisconsin. Individuals in other states are also encouraged to collaborate and request a proclamation for their state. See the American Latex Allergy Association?s website at **www.latexallergyresources.org** [2] for a sample request letter. The website contains multiple latex allergy resources, as well as online membership capability and an online store.

Companies and manufacturers are invited to partner with the American Latex Allergy Association in an effort to distribute latex allergy education, and to promote latex-free products during this observance week. If your company has such a program or product, please notify the American Latex Allergy Association. Options for distribution include a website link and newsletter advertising space. Please visit **www.latexallergyresources.org** [2] as Latex Allergy Awareness Week approaches to learn about the other latex allergy educational materials and programs available during that week.

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The American Latex Allergy Association (A.L.E.R.T., Inc.) is a national, nonprofit, 501(c)3 organization whose mission is to create awareness of latex allergy through education and to provide support to individuals who have been diagnosed with latex allergy.

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Links:
[1] mailto:alert@latexallergyresources.org
[2] http://www.latexallergyresources.org