**FOR IMMEDIATE RELEASE**

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**NAME OF ORGANIZATION Joins Organizations Around the World in Recognition of World PH Day on May 5**

**[Location] (April X, 2023)** – [NAME OF ORGANIZATION] joins organizations and individuals around the world on May 5 to celebrate World PH Day, a global effort to raise awareness about pulmonary hypertension (PH). The life-threatening, progressive lung disease affects as many as 75 million adults and children of all ethnicities. PH, or high blood pressure in the lungs, has no cure, and is often underdiagnosed and misunderstood. The good news is that with accurate, early diagnosis and access to correct treatment, a patient’s quality of life and life expectancy can improve.

PH differs from “regular” hypertension, which also is known as high blood pressure or “systemic hypertension.” With PH, the blood vessels in the lungs are affected and can become stiff, damaged, narrow or blocked. That means the right side of the heart must work harder to pump blood, which can lead to heart failure and death.

This year, the Pulmonary Hypertension Association (PHA)’s World PH Day theme is "United to Cure PH," emphasizing the shared goal of finding a cure for this disease. PH can affect anyone, regardless of age, gender, race, or background, and although the disease is caused by different factors around the world, it affects everyone in a similar way.

[NAME OF ORGANIZATION] joins other organizations in encouraging people affected by PH to share what brings them hope and remind them that we are all united towards finding a cure for PH. The campaign features social media messaging using the #WorldPHDay2023 hashtag.

The global PH community is encouraged to raise awareness on social media through posts that describe PH and common symptoms. Global graphics describe the five different PH groups and how they affect people around the world.

**Facts About PH**

* PH can affect anyone around the world, no matter their age, sex, race, social or ethnic background.
* The most common symptoms of PH include shortness of breath, fatigue and chest pain. It can often be mistaken for other conditions, such as asthma.
* In the developed world, PH is most associated with left heart disease. In the developing world, schistosomiasis, caused by parasitic flatworms – also known as snail fever — is a major cause of PH.
* Without treatment, the average length of survival for someone with PH is less than three years.
* For populations worldwide, PH can exist alone or in association with many other conditions, including chronic obstructive pulmonary disease (COPD), lupus, scleroderma, HIV, sickle cell anemia, pulmonary emboli and connective tissue disorders. It has also been associated with methamphetamine use.

“World PH Day raises awareness about the global impact of pulmonary hypertension and gives hope to patients and families affected by PH,” said [NAME OF ORGANIZATION] President. “This year, World PH Day recognizes the global strides made in improving the lives of those affected by PH and towards the shared goal of finding a cure for PH.”

For more information about World PH Day, visit [www.phassociation.org/worldphday](http://www.phassociation.org/worldphday).

In [NAME OF COUNTRY], [NAME OF ORGANIZATION] will recognize World PH Day 2023 with:

[LIST ACTIVITIES]

**About [NAME OF ORGANIZATION]**

Details about organization here

For more information, please go to [WEBSITE ADDRESS].