

Sample ISAW Press Release

FOR IMMEDIATE RELEASE

Families Unite To Raise Awareness Of A Common, But Little Known, Condition

Irlen Awareness Picnic Planned for October 19, 2018

Long Beach, CA (July 5, 2018) – Local Long Beach families will be gathering at Hartwell Park in Long Beach from 11am-3pm on Friday, October 19 in a show of solidarity and unity to raise awareness of Irlen Syndrome, a common, but little known, condition affecting nearly 15% of people in this county. Irlen Syndrome is the brain's inability to process visual information, and it can significantly affect daily functioning, long-term academic and workplace success, and health and well-being. Individuals of all ages and ethnicities may experience Syndrome symptoms, which include light sensitivity, headaches or migraines, difficulty or discomfort when reading, eye-strain, and distorted print text or environment.

Irlen Syndrome affects huge sectors of the population, but is not yet identified by standard educational or medical tests. The Irlen Awareness Family Picnic is part of a larger, global week-long awareness effort that will draw attention to staggering numbers: 46% of individuals with reading and learning difficulties, 30% of people with ADHD and autism, and approximately 15% of the general population struggle with Irlen Syndrome. Unfortunately, most of these sufferers remain unaware of the true source of their problems. Irlen Syndrome has also been linked to brain injury, chronic headaches and migraines.

The Institute's Founder Helen Irlen says, "Irlen Syndrome is more common than heart disease or asthma, and affects daily quality of life in serious ways. By increasing awareness, we hope to move away from costly misdiagnoses and help sufferers access readily available solutions."

Failure to identify and treat Irlen Syndrome can have severe consequences, ranging from academic and workplace failure or ongoing physical and emotional symptoms, to increased likelihood to enter the criminal justice system. International Irlen Syndrome Awareness Week highlights the importance and ease of correctly identifying and treating Irlen Syndrome.

AWARENESS WEEK EVENTS

In addition to participating in the October 19th Family Picnic Event, the public is asked to learn and share information about Irlen Syndrome through the Week's webinars, lectures, free mini-screenings for Irlen Syndrome, and by raising awareness on social media. A "Turn Out the Lights" event Tuesday, October 16 at 10a.m. local time asks supporters everywhere to turn out their fluorescent lights for one minute in support of Irlen Syndrome sufferers. There will be a link on the Irlen Institute [website](#) for

participants to make their mark on our BLACK OUT map! Complimentary Irlen® self-tests are also available online at Irlen.com.

HOW TO SUPPORT

The Irlen® Institute works in cooperation with nonprofits and other organizations in the United States and around the world to facilitate prompt diagnosis, treatment and care of individuals with Irlen Syndrome. Partners include the [Irlen Syndrome Foundation](#) and The [Semper Fi Fund](#). A full list of affiliated organizations may be found on the [Irlen® website](#).

ABOUT THE IRLLEN® INSTITUTE

The Irlen® Institute is dedicated to identifying and helping individuals suffering from visual processing disorder, or Irlen Syndrome. Irlen® offers a range of research-supported solutions for sufferers, using proprietary color technology to immediately correct visual perception. Helen Irlen and the Irlen® Method have been featured in 60 Minutes, Good Morning America, BBC, ABC Worldwide News with Peter Jennings, NBC News, National Geographic and numerous TV shows around the world. Today, more than 170 Irlen®-affiliated clinics and thousands of certified screeners are available to identify Irlen Syndrome worldwide. For more information about the Irlen® Institute and International Irlen Syndrome Awareness Week or to find the practitioner nearest you, please visit www.Irlen.com

MEDIA CONTACT

*Sandra Tosta, PhD
562-496-2550
sandy@irlen.com*

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