

Dear Family, Friends, and Neighbors,

*Just imagine if your phone rang at three o'clock in the morning, waking you out of a deep sleep. The doctor told you to come straight to the emergency room - not to brush your teeth, take a shower, and to be very careful not to bump yourself. "Couldn't it wait until the morning?" you asked. The doctor said, "**No, you could bleed to death.**"*

Patients diagnosed with immune thrombocytopenia (ITP) ride this rollercoaster on a daily basis. ITP, immune thrombocytopenia, is an auto-immune disease in which the body mounts an attack against platelets. Platelets are small components of our blood that are required for the blood to clot. Without a sufficient number of platelets, a person is subject to spontaneous bleeding or bruising. They can experience extreme fatigue when their platelet counts are low and are not able to participate in contact sports or other activities that could cause bleeding from a bump or contact.

September is the month we join together on behalf of our common goal --to raise public awareness and create a better understanding of ITP. Your active support is crucial as PDSA looks to the future. Last year we made great strides, but we still have work to do. If each of us makes a goal to participate in ITP Awareness Month, our strength will continue to build and make a positive difference in the lives of those living with ITP and other platelet disorders.

September 26th is Sport Purple for Platelets Day. I'm asking you to join me in support of this important day and sport your purple or burgundy attire to raise awareness for ITP. Put on your purple tops, bottoms, ties, sneakers, shoes and jewelry. The more purple you can sport the more attention you will bring to ITP! Have your office or school participate and ask that everyone sport their purple attire on September 26th in support of ITP.

For more information and resources visit: [www.pdsa.org](http://www.pdsa.org).

Thanks for your support!

Best regards,