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September is ITP Awareness Month September 30, 2016 is Sport Purple for Platelets Day

Imagine being told that your child cannot play on the playground with other kids, ride a bike, participate in normal childhood activities or contact sports because a bump, cut, or impact to their head could lead to life-threatening bleeding. Now imagine trying to get emergency help for your bleeding child and being accused of abuse because your child is covered with bruises. As an adult, imagine waking up in the morning with a mouth full of blood blisters, heading off to work with a nosebleed that won't stop for hours, or going to bed at night with a headache and fearing you're having a brain hemorrhage and won't wake up in the morning. This is life for someone suffering with the bleeding disorder ITP. Immune Thrombocytopenia (ITP) is a condition in which the blood has a lower number of platelets than normal. Platelets are cells that help the blood clot. ITP is called an autoimmune disease since it is the result of the body's immune system attacking platelets as if they are foreign cells. A person with ITP is at a higher risk of bleeding. ITP is often accompanied by fatigue and sometimes depression and has a profound impact on a person's quality of life.

ITP affects almost 10 times as many people as hemophilia, yet most people know nothing about it. This lack of public awareness leaves many ITP patients feeling isolated and alone, and is the main reason why there is so little support for research on ITP and the lack of advancement in treatment. ITP is a growing but little understood health problem that most people (including some medical professionals) have never heard of. It affects individuals of all ages, sexes, and ethnic origins.

This September patients of all ages, along with family members and health care providers, will come together for National ITP Awareness Month and Sport Purple for Platelets Day. For more information about *National ITP Awareness Month* or *Sport Purple for Platelets Day*, visit our Web site at www.pdsa.org. Please help us raise awareness of this widespread but still largely unknown disease.



About PDSA

The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenia (ITP) and other platelet disorders through education, advocacy and research. PDSA is a charitable organization and is eligible for Corporate Matching Gifts. All donations are fully tax deductible to the extent of the law. For more information, please call 1-87-PLATELET or visit the PDSA Web site at www.pdsa.org.

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