

## Email invitation to journalists

Subject header - Invitation: Get a free skin test on June 22-25, 2012

Dermatologists of Rome and Florence will be checking skin for signs of vitiligo and other diseases on June 22-25 using a fast 10-minute test to mark World Vitiligo Day 2012. The typical signs of vitiligo are milky white patches on the skin, which gradually increase in size; in the most extreme cases, the person may turn from black to white as it happened with Michael Jackson, the king of pop.

You can come along, get your skin tested, and speak to dermatologist about your concerns. We can also arrange for you to talk to members of the public who are being tested or case studies including Emmy Award-winning Lee Thomas, a weekday morning show anchor and entertainment "guru" on WJBK Fox 2 Detroit, or staff members including the foremost expert on vitiligo Professor Torello Lotti, MD.

In this Olympic Year, staff will also be encouraging us all to commit to regular physical activity, as this helps keep skin healthy. People with skin conditions often fear that exercise in the open air will make vitiligo worse but regular physical exercise is proved to improve quality of life and fitness even in those with skin disorders.

The disfiguring vitiligo is the most prevalent skin disorder globally and its occurrence is on the rise. We can provide regional data on the incidence of vitiligo and estimated number of people affected in your area.

To arrange interviews/get your skin tested please contact Alessandra Faabri Palmieri on mobile: +39328 6214588; or email: [a.palmieri@vrfoundation.org](mailto:a.palmieri@vrfoundation.org). Please let us know in advance if you wish to attend so we can make sure you get all the information and support you need.