

**REQUEST FOR COVERAGE
PHOTO OPPORTUNITY**

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**PROFESSIONAL BASEBALL PLAYER SPEAKS TO COMMUNITY
ABOUT AFTER-SHINGLES PAIN
*THE PATCHWORK OF HOPE NETWORK™ AND LATROY HAWKINS VISIT LOS ANGELES
TO RAISE AWARENESS OF A SERIOUS CONDITION RELATED TO THE CHICKEN POX VIRUS,
CALLED AFTER-SHINGLES PAIN***

WHAT: LaTroy Hawkins, a professional baseball pitcher, has joined a national educational initiative to help raise awareness of after-shingles pain, also known as postherpetic neuralgia (PHN), a particularly painful and debilitating disease¹. The National Council on Aging (NCOA) invites members of the community to an educational seminar where LaTroy will share his story of after-shingles pain, and an area physician will discuss ways to cope with the condition. Attendees can also decorate a quilt patch that will be added to the Patchwork of Hope Network national quilt, which serves as a handmade memorial to those who suffer from this condition and a reminder that they do not have to face after-shingles pain alone.

WHY: Each year, approximately 1 million Americans will suffer from shingles, a reactivation of the same virus that causes chicken pox², and about one in five shingles sufferers can develop PHN¹. For some PHN patients, a gentle breeze or a slight change in temperature can cause excruciating pain¹.

The National Council on Aging is spreading the word about PHN through the **Patchwork of Hope Network (P.H.N.)** program. This often debilitating condition¹ can affect not only those suffering, but their family and friends as well³.

The campaign includes two live events where attendees will hear presentations about PHN symptoms and treatment options, meet others affected by PHN and have an opportunity to create individual quilt squares to tell their story about how PHN has affected their lives. This campaign is made possible with support from Endo Pharmaceuticals.

WHO: Local physician Dr. Bruce Ferrell, Professor of Clinical Medicine in the Department of Medicine and Division of Geriatrics at the UCLA David Geffen School of Medicine, and LaTroy Hawkins, a professional baseball pitcher, are available for interviews upon request.

WHEN: Monday, May 3, 2010 at 9:00 a.m. – 11:00 a.m.

WHERE: Pan Pacific Senior Activity Center
141 S. Gardner Street
Los Angeles, CA 90036
(323) 935-5705



About Endo Pharmaceuticals

Endo Pharmaceuticals is a specialty pharmaceutical company engaged in the research, development, sale and marketing of branded and generic prescription pharmaceuticals used to treat and manage pain, prostate cancer and the early onset of puberty in children, or central precocious puberty (CPP). The company markets its branded pharmaceutical products to physicians in pain management, urology, endocrinology, oncology, neurology, surgery and primary care. More information, including this and past press releases of Endo Pharmaceuticals, is available at www.endo.com.

About National Council on Aging

The National Council on Aging (NCOA) is a non-profit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for older Americans - especially those who are vulnerable and disadvantaged - and the community organizations that serve them. It brings together non-profit organizations, businesses and government to develop creative solutions that improve the lives of all older adults. NCOA works with thousands of organizations across the country to help seniors find jobs and benefits improve their health, live independently and remain active in their communities. For more information, visit www.ncoa.org.

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REFERENCES

1. Cure PHN: Your Questions Answered. VZV Research Foundation, Inc. 2004: 1-6. Available at: http://www.vzvfoundation.org/publicdownloads/PHN_Brochure_Feb2004.pdf. Accessed February 9, 2009.
2. Harpaz R, Ortega-Sanchez IR and Seward JF. Prevention of Herpes Zoster: Recommendations of the Advisory Committee on Immunization Practices (ACIP). Morbidity and Mortality Weekly Report. 2008; 57(05): 1-30. Available at: <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5705a1.htm>. Accessed February 20, 2009.
3. Galer BS. Advances in the Treatment of Postherpetic Neuralgia: The Topical Lidocaine Patch. Today's Therapeutic Trends. 2000; 1-20.

