



**Patchwork of
Hope
Network™**

Sewing Together Life After Shingles

REQUEST FOR COVERAGE PHOTO OPPORTUNITY

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THE PATCHWORK OF HOPE NETWORK™ VISITS TAMPA TO RAISE AWARENESS OF A SERIOUS CONDITION RELATED TO THE CHICKEN POX VIRUS, CALLED AFTER-SHINGLES PAIN

WHAT: A local senior center 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 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 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 many live events where attendees will hear presentations about after-shingles pain symptoms and treatment options, meet others affected by after-shingles pain, and have an opportunity to create individual quilt squares to tell their story about how after-shingles pain has affected their lives. This campaign is made possible with support from Endo Pharmaceuticals.

WHO: Local physician Dr. Patin, an expert in pain management, and a local patient will be available for interviews upon request.

WHEN: Wednesday, June 30, 2010
9 to 11 a.m.

WHERE: Town 'N Country Senior Center
Hillsborough County Department of Aging Services
7606 Paula Drive
Tampa, FL 33615
(813) 873-6336

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

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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.

