



SAMPLE LETTER TO THE EDITOR

NOTE: This sample letter is intended for local or regional newspapers. It is important to remember that your local or regional newspaper is not likely to feature information that does not impact the readership in that community. To grab the editor's attention, you will need to localize your content to express how you and possibly others in the community are impacted by acoustic neuroma and why the newspapers' readers should take interest. If you have an interesting acoustic neuroma story, tell them about it.

An email message may catch your local editor's attention more so than a formal mailed request. You may choose to send both. **Please on or by May 1st** and include with your letter one of our customizable press releases and the ANAwareness Week logo.

May 1, 2017

Dear *(Name of Editor)*:

I am writing to tell you about a **rare disease that affects members of the *(name of city, county or region)* area**. I am asking for the *(Name of newspaper)* to help me spread the word about this disease and participate in a cause that is very important to me and to thousands across the nation.

Acoustic neuroma is a rare brain tumor that affects close to 3.5 in every 100,000 individuals. **It could be one of the most under-reported disorders impacting your readership.** The most common first symptom is hearing loss in the tumor ear. Other symptoms can be life-changing causing headaches, facial paralysis, ringing in the ears, balance problems and more. When you think about how common these symptoms are, **it is possible people in your coverage area could be suffering from an acoustic neuroma and not even be aware of it.**

The Acoustic Neuroma Association (ANA) will host the fifth annual ANAwareness Week May 7 to 13, 2017. Thousands across the nation will participate in spreading the word of acoustic neuroma symptoms so that others may be diagnosed and treated while tumors are small. Founded in 1981, ANA is a national non-profit 501(c)(3) organization focused on education and support at the national and local levels for those impacted and also serves as an essential resource for health care professionals treating acoustic neuromas patients.

There is very little information available to the public on this rare brain tumor and ANA and its 5,000 members would be honored if you could find space in the newspaper for this important cause. I have included a press release and artwork for *(Name of the newspaper)* to use for ANAwareness Week 2017.

If you have any questions or need more information please contact me or visit www.ANAUSA.org.

Sincerely,

Your name and contact information



FOR IMMEDIATE RELEASE – (Insert date)

LOCAL CONTACT: (optional) Name, Phone, Email

MEDIA CONTACT: Allison S. Feldman, Acoustic Neuroma Association, 770-205-8211, info@ANAUUSA.org or www.ANAUSA.org

**(Insert city name) resident explains life with rare brain tumor
and promotes awareness May 7 to 13**

(Insert city, state)- (Insert city name) resident (insert name) has a rare, benign brain tumor called an acoustic neuroma and will take part in a nationwide campaign to raise awareness during **ANAwareness Week** May 7 to 13.

(Include 3-5 sentences about your personal AN journey. Notable mentions could include the size of your tumor, the symptoms you experienced, how long symptoms persisted before diagnosis, if you are a pre-or post-treatment or watch and wait patient, the side effects that you struggle with daily and how you are adjusting to your new normal reality. You must be brief and if the media picks up the story, a reporter will contact you for more information.)

(Insert a quote from yourself here about why it is important for other people to know about acoustic neuroma. For example, <Insert your last name> recalls, "I felt so isolated after my diagnosis because no one knew what I was going through. When I found out that there was a vast network of people all over the nation just like me, I was filled with joy.")

The medical advisory board of the Acoustic Neuroma Association (ANA) reports that diagnosis is nearly 3.5 persons per 100,000 and 5,000 are diagnosed annually in the U.S. There is no known cause for acoustic neuroma.

The early symptoms include a reduction in hearing in the tumor ear, ringing in the ear, a feeling of fullness in the affected ear, balance issues and headaches. Without an MRI with contrast, these early symptoms are sometimes mistaken for normal changes of aging or attributed to noise exposure earlier in life and therefore the diagnosis is often delayed.

That is why awareness campaigns such as ANAwareness Week are so critical.

(Insert quote about how you are participating. For example, I am writing letters to people in our community to make them aware of the thousands struggling each day and I am raising money for Acoustic Neuroma Association so it can continue to provide much needed services to others like me, explains <insert last name>.)

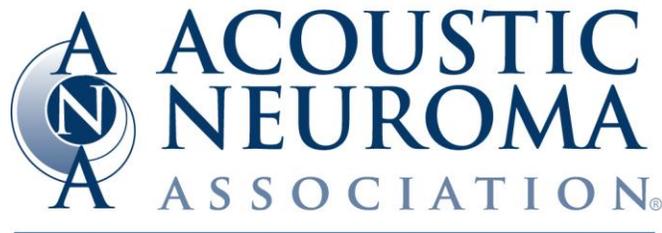
ANAwareness Week takes place during Brain Tumor Awareness Month each May. This awareness campaign was

started in 2013 by ANA, a non-profit organization founded in 1981 and located in metro Atlanta representing 5,000 acoustic neuroma patients, caregivers, family members and medical professionals worldwide providing information regarding all treatment options.

For more information about acoustic neuromas and ANAwareness Week, visit www.ANAUSA.org.

Note: In no case does ANA endorse any commercial product, physician, surgeon, medical procedure, medical institution or its staff.

###



FOR IMMEDIATE RELEASE – *(Insert date)*

(Submit along with ANAwareness Week logo and a photo receiving the proclamation when possible)

LOCAL CONTACT: *(optional) – Your name, Phone, Email*

MEDIA CONTACT: Allison S. Feldman, Acoustic Neuroma Association, 770-205-8211, info@ANAUUSA.org or visit www.ANAUSA.org

***(Governing Body)* declares awareness week for rare disease**

ANAwareness Week set for May 7 to 13

(Insert CITY, STATE) – On *(date)* the *(governing body)* issued a proclamation declaring May 7 to 13 ANAwareness Week to promote acoustic neuroma awareness. An acoustic neuroma is a rare brain tumor. There is relatively little information available to the general public on this slow-growing tumor of the hearing and balance nerves. The Acoustic Neuroma Association (ANA) will lead the charge by hosting the third annual ANAwareness Week, a national campaign to make the public aware of the symptoms and highlight the importance of early detection.

While acoustic neuroma is rare, ANA’s Medical Advisory Board reports that occurrence is nearly 3.5 in every 100,000 people and 5,000 are diagnosed annually in the U.S. The early symptoms include a reduction in hearing in the tumor ear, ringing in the ear, a feeling of fullness in the affected ear, balance issues and headaches. These early symptoms are sometimes mistaken for normal changes of aging or attributed to noise exposure earlier in life and therefore the diagnosis is often delayed. There is no known cause of acoustic neuroma.

That is why awareness campaigns such as ANAwareness Week are so important.

Chief Executive Officer of ANA Allison Feldman says, “One of the biggest demands we face is that people simply have never heard of acoustic neuroma and are frightened by the possibility of a brain tumor. We strongly believe in public education, providing local and national support for patients and helping patients thrive in spite of their acoustic neuroma.”

Recent medical publications suggest that the occurrence of acoustic neuromas is rising because of advances in magnetic resonance imaging (MRI). MRI with contrast is the preferred diagnostic test for identifying acoustic neuromas. Treatment options include observation of tumor, radiation and surgical removal. Determining the best treatment option depends on many factors such as the size of the tumor, the location of it, the patient’s age and physical health. ANA strongly urges patients to get several medical opinions from physicians with substantial acoustic neuroma experience before deciding on a treatment option.

ANAwareness Week is a national effort hosted by ANA during Brain Tumor Awareness Month each May. Supporters raise awareness of the condition and funds to enhance programs and services by participating in walks, runs, letter-writing campaigns, social media campaigns and more.

Located in metro Atlanta, ANA is a non-profit organization founded in 1981 representing 5,000 acoustic neuroma patients, caregivers, family members and medical professionals worldwide and providing information regarding all treatment types. For more information about acoustic neuromas and ANAwareness Week, visit www.ANAUSA.org.

Note: In no case does ANA endorse any commercial product, physician, surgeon, medical procedure, medical institution or its staff.

###



FOR IMMEDIATE RELEASE – (Insert date)
(Submit with logo and group photo when possible)

LOCAL CONTACT: *(optional) – Your name, Phone, Email*

MEDIA CONTACT: Allison S. Feldman, Acoustic Neuroma Association, 770-205-8211, info@ANUSA.org, www.ANUSA.org

***(Insert city name)* group raises rare brain tumor awareness**
ANAwareness Week set for May 7 to 13

(Insert CITY, STATE) - A little-known benign, brain tumor called an acoustic neuroma affects nearly 3.5 in every 100,000 people and the *(Insert town/region)* Support Group of the Acoustic Neuroma Association (ANA) is participating in a weeklong national campaign to make the public aware of the symptoms and highlight the importance of early detection of acoustic neuroma and treatment options.

Annually, 5,000 individuals in the U.S. are diagnosed with an acoustic neuroma. The early symptoms include a reduction in hearing in the tumor ear, ringing in the ear, a feeling of fullness in the affected ear, balance issues and headaches. Without an MRI with contrast, early symptoms are sometimes mistaken for normal changes of aging or attributed to noise exposure earlier in life and therefore the diagnosis is often delayed.

That is why awareness campaigns such as ANAwareness Week are so critical.

Chief Executive Officer of ANA Allison Feldman says, “One of the biggest demands we face is that people simply have never heard of acoustic neuroma and are frightened by the possibility of a brain tumor. We strongly believe in public education, providing local and national support for patients and helping patients thrive in spite of their acoustic neuroma.”

There is no known cause; however, research is now underway with *The Yale University Acoustic Neuroma Study*, a first of its kind causation study to determine if there are genetic risk factors that lead to an acoustic neuroma.

The members of the *(insert town/region)* Support Group meet *(spell out number)* times each year at *(enter location name)*. *(Insert quote from Support Group leader about why and how the group will participate in the event.) (If possible, insert one or two sentences noting any goals, achievements and activities of the group.)*

ANAwareness Week is a national awareness campaign hosted by ANA during Brain Tumor Awareness Month each May. Supporters raise awareness of the condition and funds to enhance programs and services by participating in walks, runs, letter-writing campaigns, social media campaigns and more.

Located in metro Atlanta, ANA is a non-profit organization founded in 1981 representing 5,000 acoustic neuroma patients, caregivers, family members and medical professionals worldwide and providing information regarding all treatment types. For more information about acoustic neuromas and ANAwareness Week, visit www.ANAUSA.org.

Note: In no case does ANA endorse any commercial product, physician, surgeon, medical procedure, medical institution or its staff.

###