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**MEDIA CONTACT:**

Kimberly Eberl

(773) 697-4280

[Kimberly@motionpr.net](mailto:Kimberly@motionpr.net)

**WORLD CONTINENCE WEEK ANNOUNCED IN THE U.S.A.**

*Patients, Local Health Professionals Rally for Awareness Throughout the Country*

**CHICAGO, IL** (April 26, 2010) – The International Continence Society has announced the week of June 21-27, 2010 as World Continence Week. This special week raises awareness of incontinence issues, which impact millions of men and women worldwide.

In honor of this special week, there will be a few select events throughout the country centered around incontinence awareness. The main U.S. event is a free public health fair held in downtown Chicago, IL at the James R. Thompson Center, 100 West Randolph Street Chicago, IL 60601, on June 23, 2010 from 11-2 PM.

An estimated 33 million people experience urinary incontinence in the United States alone. Apart from bringing communities together to build a better understanding of urinary and fecal incontinence, World Continence Week strives to promote a multidisciplinary approach to treatment. According to Diane Newman with the University of Pennsylvania's Center for Continence and Pelvic Health, a staggering number of incontinent men and women are unaware of the treatment options available to them. Appropriately, 2010 World Continence Week in the United States will explore a theme of "We're Asking."

"World Continence Week's objective is not only to open people's eyes to how many suffer from incontinence, but to let them know that they have options," says Newman. "We hope to offer people the answers they're looking for when it comes to solutions."

In Chicago, local health professionals will answer questions from attendees and various organizations, sponsors will be present as well. The health fair will also feature music

and free giveaways to help open the dialogue between patients and health professionals. The event is expected to bring a bigger turnout than ever.

World Continence Week will also be marked by public health events across the country in cities like Buffalo, NY and Huntsville, AL.

Residents of Buffalo, New York can attend a morning or evening event, open to the public on Monday, June 21, 2010 at the Medicare Information Center at Value Plaza, 620 Dick Road, Cheektowaga/Depew, NY, 14043. The next day will be a 1 pm lunch for Nurse Case Managers at the Independent Health Insurance Company in Buffalo\*.

A Huntsville class is being planned for Friday, June 25 at the Aegis Technology Building on Jan Davis Drive at 10:00 am and a Huntsville health event is being planned for the evening of Friday, June 25 at the Madison Square Mall.

Sponsors and donors for World Continence Week USA include Allergan, Ferring Pharmaceuticals, Hollister International, American Medical Systems, Rochester Medical Corporation and Calmoseptine. Non-profit organizations involved in 2010 include the Society of Urologic Nurses and Associates, The Simon Foundation for Incontinence, Women's Health Foundation, Grace Anatomy, Inc. and the International Foundation for Functional Gastrointestinal Disorders.

For additional information on World Continence Week and an update on how you can participate in the festivities, visit [www.worldcontinenceweek-usa.org](http://www.worldcontinenceweek-usa.org).

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\*This event is only for educational purposes and no plan-specific benefits or details will be shared.