



PRESS RELEASE

Embargoed until 22/04/2020, 9.00am CET

World PI Week 2020: 10 weeks of campaigning around primary immunodeficiency

Brussels, 22nd April 2020 – *The 10th World Primary Immunodeficiency (PI) Week campaign starts today with one watchword: celebrations. Celebrating life and what keeps the primary immunodeficiency community moving forward. We celebrate solidarity and positiveness, much needed in the context of the current pandemic.*

Focus on celebrations

This year, the World PI Week campaign celebrates its 10th anniversary. Ten years of collaboration and awareness-raising across the globe. For the first time ever, World PI Week will run for ten weeks, from 22nd April to 1st July. Ten weeks of campaigning and advocacy to put primary immunodeficiency on the spotlight.

There are over 400 different types of primary immunodeficiencies, affecting over 6 million people worldwide. Primary immunodeficiencies occur when a person's immune system is absent or does not function properly, which leaves individuals more prone than other people to infections and predispose them to auto-immunity, allergy, malignancy, or auto-inflammation. In the current COVID-19 situation, raising awareness of these genetic, hereditary defects of the immune system takes on an even greater significance.

World PI Week 2020 is an opportunity to join a global movement outlining successes and expectations for the future of primary immunodeficiency diagnosis, research, care and quality of life, in support of patients and their families around the world.

Raising awareness to bring about change

Considering the circumstances, emphasis will be placed on online awareness raising and advocacy. To mark this special milestone, people on all continents will connect and show support to the primary immunodeficiency cause through webinars, virtual campaigns, TV/radio interviews, "medical expert" podcasts, celebrity talks; or by donating blood or plasma.

World PI Week is open to everyone. Join the campaign to celebrate the efforts undertaken worldwide to improve outcomes for people living with the diseases. Important breakthroughs have been made in the last decade, but many more advances are to come and are needed.

Sharing is caring: spread the messages of a community that together can foster greater awareness, earlier diagnosis, availability and access to treatment and care worldwide, resulting in better quality of life.

Drawing on a 10-year history and a dynamic network, the World PI Week 2020 builds momentum for another decade of progress in primary immunodeficiency.

ABOUT PRIMARY IMMUNODEFICIENCY

Primary Immunodeficiencies (PI) are a large and growing group of more than 400 disorders caused by some form of deficiency of the immune system, increasing one's susceptibility to infections and predisposition to auto-immunity, allergy, malignancy, or auto-inflammation. Primary immunodeficiencies are generally recognised as rare disorders but some are more common than others, and it is estimated that six million people worldwide live with a PI. When left undiagnosed or misdiagnosed, the immune system remains defective, leaving the patient vulnerable to illness, physical disability, vital and permanent organ damage, or even death. Learn more information about primary immunodeficiencies and World PI Week efforts [here](#).

ABOUT WORLD PRIMARY IMMUNODEFICIENCY WEEK

World PI Week is a global movement to raise awareness of primary immunodeficiency and related challenges; promote quality of life for people with primary immunodeficiency, early diagnosis, availability and access to treatment and care worldwide; and stimulate communication and advocacy around primary immunodeficiency.

For more information, please visit www.worldpiweek.org, follow us on Twitter @WorldPIWeek.

Press contact:

Bénédicte Faure, campaign manager : info@worldpiweek.org

Together, bringing about change for primary immunodeficiency patients worldwide!

