



For more information, please contact
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MEDIA ALERT

Free asthma health fair to take place Saturday, October 22

Milwaukee (10/20/05) - More than 30,000 children in Milwaukee County have asthma, an incurable and potentially fatal disease, contributing to more missed days of school than any other disease. Yet asthma episodes can be easily avoided with proper education and management. Asthma Wellness Day is an asthma-focused health fair that provides education, resources, management tools and advice free to the community.

What: Organized and presented by Fight Asthma Milwaukee (FAM) Allies, Asthma Wellness Day will provide free resources, education and consultation with health professionals to help families better manage asthma. Free, family-friendly activities include:

- Free asthma screening.
- Asthma education activity stations.
- Learn about asthma medications.
- Learn how your lungs work.

Doctors, nurses and other asthma experts will be on hand to answer questions. Free asthma management tools such as spacers, peak flow meters and pillow case covers, as well as event T-shirts, will be given to participants while supplies last. Spanish speaking families welcome. The event and parking is free.

When: 10 a.m. - 1 p.m., Saturday, Oct. 22

Where: Prince of Peace Church
1126 S. 25th St., Milwaukee

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FAM Allies, in conjunction with lead agency Children's Hospital and Health System and community partners including the Wisconsin Department of Natural Resources, Covenant Health Care, Aurora Health Care, Columbia/ St. Mary's, GlaxoSmithKline and the American Lung Association of Wisconsin, support Asthma Wellness Day to help families learn more about asthma and develop better management plans.

FAM Allies, funded in part by The Robert Wood Johnson Foundation, is the largest asthma coalition in Wisconsin. Located at Children's Health Education Center in Milwaukee, the coalition's mission is to work together with children and families, connecting them to caring people, reducing hospital stays and supporting healthy lives. For more information, visit www.famallies.org.

Children's Hospital and Health System is the region's only independent health care system dedicated solely to the health and well-being of children. Children's Hospital of Wisconsin, rated the number three pediatric hospital in the nation by Child magazine, is the flagship member. Health system entities include Children's Hospital of Wisconsin, Children's Hospital of Wisconsin-Fox Valley, Children's Hospital of Wisconsin-Kenosha, Children's Hospital and Health System Foundation, Children's Health Education Center, Children's Medical Group, Children's Service Society of Wisconsin, Children's Specialty Group, Surgicenter of Greater Milwaukee, Children's Research Institute, Seeger Health Resources and National Outcomes Center. Children's Hospital and Health System serves children throughout Wisconsin, Michigan's Upper Peninsula, northern Illinois and beyond, through medical care, advocacy, education and pediatric medical research.

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To interview an expert from Fight Asthma Milwaukee Allies regarding Asthma Wellness Day or other asthma-related topics, please contact Anne Marie Wagner, marketing and PR specialist, Children's Hospital and Health System at (414) 390-2163 or awagner@chw.org.