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## **WALK TO END LUPUS NOW® GOES VIRTUAL ON 10.10.20**

### ***FOR IMMEDIATE RELEASE***

BRECKSVILLE, Ohio (Sept. 10, 2020) —The Lupus Foundation of America, Greater Ohio Chapter (LFA, GOC) is hosting its first-ever statewide Walk to End Lupus Now®. This walk is part of a nationwide fundraising campaign for LFA chapters, all concluding with a virtual ceremony on October 10, 2020. This event allows the LFA, GOC to continue support groups, educational programs, advocacy initiatives, and contributions to research.

Instead of the typical walk, in which hundreds of purple-outfitted supporters join in one of Ohio's major cities, participants are encouraged to "Walk Your Way" and raise awareness wherever they are on 10.10.20. The LFA, GOC has gone virtual with all its in-person events, including support groups and educational summits. The Walk to End Lupus Now®, its largest fundraiser of the year, is no exception.

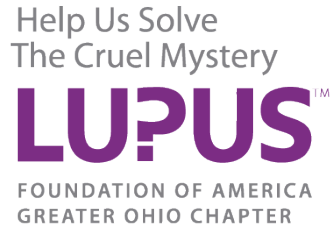
"The financial impact of COVID-19 has brought our revenue to a screeching halt," said Suzanne Tierney, president and CEO of the LFA, GOC. "This is such a critical time for our foundation. There is still a need for lupus resources, support, research, and community, which means there is still a need for a walk, however that may look now," said Tierney.

Lupus is an autoimmune disease in which the body attacks healthy tissue, and there is no known cause or cure. It affects women and people of color at a higher rate, but it lacks public awareness compared to other similarly prevalent illnesses. To learn more, visit [www.LupusGreaterOhio.org](http://www.LupusGreaterOhio.org) or call 1(888) NO-LUPUS.

### **About the Lupus Foundation of America, Greater Ohio Chapter**

The Greater Ohio Chapter of the Lupus Foundation of America, Inc. was founded in 1977 to fulfill the needs of the lupus community in Cleveland. Today, the chapter serves the entire state of Ohio. The Lupus Foundation of America is dedicated to improving the quality of life for all people affected by lupus through programs of research, education, and advocacy. The LFA, GOC is a 501(c)(3) non-profit charity. For more information, please visit [LupusGreaterOhio.org](http://LupusGreaterOhio.org) and follow @LupusGreaterOH on Facebook, Instagram, and Twitter.

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PUBLIC SERVICE ANNOUNCEMENT

**KNOW LUPUS: Lupus Foundation of America,  
Greater Ohio Chapter Statewide Campaign**

***FOR IMMEDIATE RELEASE***

BRECKSVILLE, Ohio (Jan. 31, 2020) — The Lupus Foundation of America, Greater Ohio Chapter (LFA, GOC) is a 501(c)(3) organization serving Ohio and the 60,000 individuals living with lupus across the state.

The State of Ohio has generously funded and supported this campaign, and we hope you will consider sharing this public service announcement today. To learn more about lupus and LFA, GOC, please visit [www.LupusGreaterOhio.org](http://www.LupusGreaterOhio.org) or call 1 (888) NO-LUPUS.

**PSA (10 seconds)**

For a world with “no lupus,” we must first “know lupus.” So, be honest—do you know lupus? There’s more to the disease than you think. Get educated at [LupusGreaterOhio.org](http://LupusGreaterOhio.org).

**PSA (15 seconds)**

You’ve heard of lupus. But do you actually know what it is? For a world with “no lupus,” we must first “know lupus.” So, be honest—do you know lupus? There’s more to the disease than you think. Get educated at [LupusGreaterOhio.org](http://LupusGreaterOhio.org) and support the Lupus Foundation of America, Greater Ohio Chapter.

**PSA (30 seconds)**

You’ve heard of lupus. You probably know someone who has it. But do you know what it is? 60,000 people in Ohio have this cruel and mysterious disease, yet most people don’t really know what it is. Join the Lupus Foundation of America, Greater Ohio Chapter in the fight against lupus. Visit [LupusGreaterOhio.org](http://LupusGreaterOhio.org) or call 1(888) NO-LUPUS to learn more. For a world with “no lupus,” we must first “know lupus.”

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