

FOR IMMEDIATE RELEASE

World Vitiligo Campaign Announces 2016 World Vitiligo Day Theme

JANUARY 25, 2016 - The World Vitiligo Campaign has officially announced the theme for World Vitiligo Day 2016. This year's global theme will be "How I Feel".



WORLD VITILIGO DAY 2016
'How I Feel'

#howifeelvitiligo

World Vitiligo Day (WVD) is an awareness and enlightenment campaign designed to fuel the vitiligo cause around the globe and empower national vitiligo associations and support groups.

"It is a day people living with vitiligo celebrate their white patches and spots uniquely," says the World Vitiligo Campaign team, who works passionately to save millions of people worldwide from social isolation, exclusion, and persecution.

The World Vitiligo Campaign, World Vitiligo Alliance (WVA), and other supporting organizations will be using the day to address this #1 non-communicable, chronic, devastating, neglected, and underestimated condition through a broad range of media strategies, awareness campaigns, programs, and events in their local communities.

An integral part of World Vitiligo Awareness Day 2016 is the "Walk in our Shoes"

weekend campaign, which will take place on June 24-26 (WVD weekend). The campaign will raise public awareness and help people with vitiligo share their experiences.



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WVD is important in enlightening the world about Vitiligo being a chronic condition that requires chronic attention.

In 2016, it is 'walk in our shoes' weekend campaign.

#howifeelvitiligo

"We are campaigning this year with a vitiligo temporal 3D tattoo. During 'Walk in

our Shoes', the World Vitiligo Campaign invites all friends, family, colleagues, and neighbours globally to engage and wear our customised vitiligo temporal tattoo in a show of solidarity," says the World Vitiligo Campaign team.

In addition, they are urging people to share “How I Feel” experiences in images, videos, music, dance, illustrations, and other expressions via social media and websites using the hashtag #howIfeelvtiligo.

The Vitiligo temporal 3D tattoo will be available by the end of March at www.25june.org and www.vitsaf.org, as well as other outlets that will be announced soon. Bulk purchase inquiries should be forwarded to info@25june.org.

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