



National Alopecia Areata Foundation

14 Mitchell Boulevard, San Rafael, CA 94903 • 415.472.3780
Fax 415.472.5343 • Web site www.naaf.org • Email info@naaf.org

Editor's/Writer's Name
Newspaper/TV Station/Radio Station Name
Address of Media Outlet
City, State, Zip

Dear Editor/Writer,

Every day, individuals with alopecia areata are confronted by others who don't understand this autoimmune disease and the hair loss it causes. This unfamiliarity turns into fear, which is conveyed with long stares and social avoidance. Though relationships can be difficult for people of any age who have alopecia areata, children have an exceptionally difficult time coping when their peers and schoolmates see them as different. They are often left out of gatherings and fun, and so they struggle with insecurity. They may also be victims of bullying, which can have a dire effect on their long-term mental and emotional well-being.

In an effort to improve the lives of children with alopecia areata, the National Alopecia Areata Foundation (NAAF) is excited to announce the *Alopecia Areata Awareness Month 2009* campaign, [Starting Early: Educating Today's Youth about Alopecia Areata](#). This campaign seeks to encourage local educators to include alopecia areata awareness in their health curriculums. We firmly believe that schoolchildren can acquire the skills to support their peers with alopecia areata, discourage teasing and bullying, and become respectful and tolerant members of society.

September is Alopecia Areata Awareness Month, and we looking forward to bringing [Starting Early: Educating Today's Youth](#) into schools throughout the country. Campaign resources include teaching materials, letters, educational videos, and national support.

Alopecia Areata Awareness Month has been celebrated in September of each year since 1987, and we have appreciated your support over the years. We are certain your audience will find this campaign compelling.

Please review the enclosed materials and contact me to arrange interviews through the National Alopecia Areata Foundation.

Sincerely,

Your name
Your Address
Your Phone Number
Your Email Address