WHAT?
A one-month celebration to increase public awareness of alopecia areata in local communities across the nation. Help bring attention and understanding to alopecia areata and the need for an acceptable treatment.

WHEN?
Every month of September until there is a cure for alopecia areata.

WHY?
Increase public awareness of alopecia areata, the need for an FDA-approved treatment, engage new supporters, and have fun!

HOW?
• Hold or sponsor a family-friendly awareness event in your area. Possibilities include: office or school jeans days, walk-a-thons, bowl-a-thons, Run/Walk (Tortoise & Hair™), Barbeque, Benefit Concert, Birthday Party, Book Sale, Bowl-a-thon, Car Wash, Craft Fair, Garage/Yard Sale, Garden Tour, Wine & Cheese Reception and more!
• Organize an awareness day with your local Major or Minor League Baseball team.
• Arrange to display and distribute alopecia areata educational brochures at public libraries, community centers or other popular places.
• Connect and collaborate with local NAAF support groups in order to pool resources and increase attention and publicity for your event.
• Contact NAAF to broadcast your event on our website, Facebook and Twitter.
• Contact local businesses for support in sponsoring your event.
• Contact local newspaper, television and radio stations, and arrange for a personal interview.

WHO?
You! Alopecia Areata Awareness Month is a way to share your story so your community can better understand alopecia areata. Tap into your interests and talents, whether that involves hosting a small event, planning a large-scale fundraiser, writing to your local paper, or staffing an alopecia areata information booth at a local health fair.

NEED HELP?
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GET YOUR COPY OF OUR
ALOPECIA AREATA AWARENESS MONTH & COMMUNITY AWARENESS PLANNING GUIDES!