



Young eczema sufferer wishes her disease away through art – and wins!

*EASE and the Eczema Society of Canada name winner of
3rd annual “My Life with Eczema” Art Contest*

Toronto, Ontario -- March 9, 2012- “My eczema drives me wild!” With these words and with the help of fire-breathing ants and creepy-crawly caterpillars, a young eczema sufferer has used her talent and creativity to show the country what it feels like to live with eczema.

The Eczema Awareness, Support and Education (EASE) Program, in collaboration with the Eczema Society of Canada, is delighted to announce that Wei-An Lau from Winnipeg has won the 3rd annual “My Life with Eczema” Art Contest.

Lau, 10, will receive a \$1,500 Canada Savings Bond that can be used to support her future education. The EASE art contest offered children like Lau an opportunity to express how they feel as well as let them know that they are not alone.

“Each entry provided a window into the life of an eczema sufferer, and these children were so brave to show us their feelings through their artwork” said Amanda Cresswell-Melville, Director of the Eczema Society of Canada. “We are so appreciative of their participation, and commend all artists for taking a step towards being in control of their disease.”

Eczema can be especially challenging for children as it can interfere with school, cause kids to have difficulties concentrating, cause low self esteem and make them feel self-conscious about their appearance. Lau, whose personal story moved all that read it, bravely wrote: “It is hard not to scratch once I get itchy. I try to just rub it but it doesn’t always work... the worst thing is that my eczema gets infected sometimes. I hope that my eczema never gets infected again.”

Submissions were judged by renowned Canadian cartoonist Lynn Johnston of the iconic “For Better or For Worse” series, celebrated Quebec cartoonist and creator of Gargouilles Tristan Demers, Canadian Art Therapist Janice LeBlanc and two Canadian dermatologists: Dr. Joseph Lam and Dr. Charles Lynde.

Contestants, Alexander Su, 10, from Markham, Ontario and Khadeeja Rizwan, 6, from Ottawa, Ontario were named the two runner-ups, and will be awarded prizes of \$250 each. All entries included an accompanying story on the challenges the artist experiences in dealing with eczema. The contest was open to those aged 12 and under across the country, and all artwork can be viewed at www.eczemaCanada.ca.

About Eczema

Between four to six million children and adults in Canada suffer from eczema, a common, chronic, life-altering skin condition. Eczema (atopic dermatitis) is characterized by painful red, swollen, itchy and flaky skin. The constant itch that goes along with eczema makes it very different from any other skin condition. Eczema is often called the 'itch that rashes' rather than the 'rash that itches' because the itch starts long before the rash appears. The itch leads to a lot of scratching and that's when the red, raw rash appears. The majority of eczema cases are diagnosed in early childhood, and it is estimated that while some children may eventually outgrow eczema, about 80 per cent will have dry, irritable skin throughout their lives.

About the Eczema Awareness, Support and Education (EASE®) Program

The Eczema Awareness, Support and Education (EASE) Program is a national and fully bilingual patient education program developed with the assistance of leading Canadian dermatologists to provide access to useful and accurate information about eczema. Supported through an educational grant from Astellas Pharma Canada, Inc., the EASE Program has been recognized with four Public Education Awards from the Canadian Dermatology Association.

The EASE Program website, www.eczemaCanada.ca, offers information on eczema including tips on speaking to a child's teacher about the condition, managing childhood triggers and how to control the itch. Parents, teachers and young children can also visit www.pennysworld.ca - a fun, child-friendly website that aims to help children understand eczema.

About the Eczema Society of Canada

The Eczema Society of Canada is a registered charity dedicated to meeting the needs of those suffering with eczema, through patient support, education, awareness, and research. The Society has a strong commitment to the continuing education of the medical community, supporting ongoing research activities, and increasing public awareness of eczema in society. For more information on eczema, speak to your doctor or visit www.eczemahelp.ca.

-30-

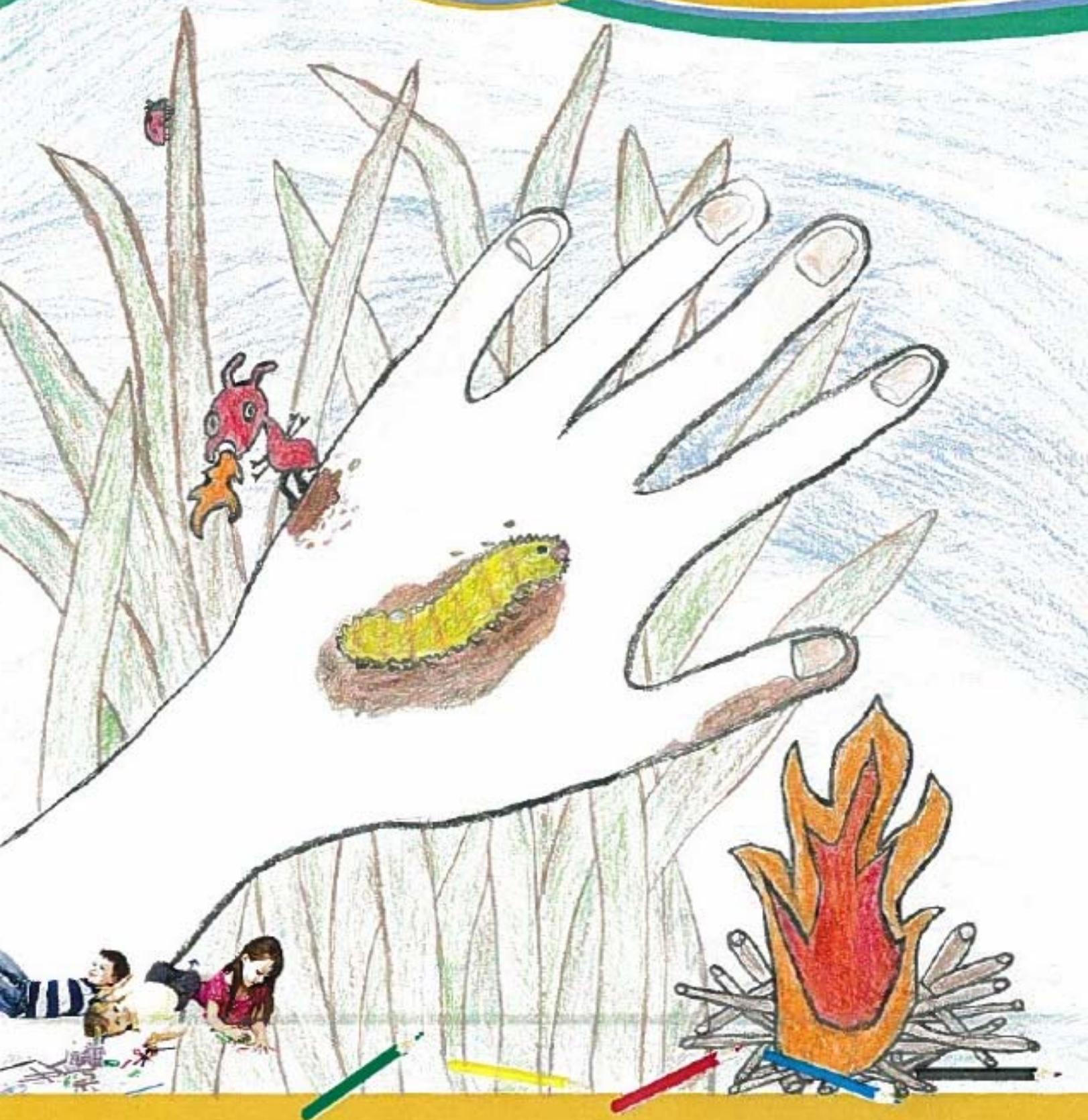
For more information contact:

Stephanie Fitch
energi PR
stephanie.fitch@energipr.com
416-425-9143 ext. 17

The EASE Program
National Art Contest

My Life with Eczema

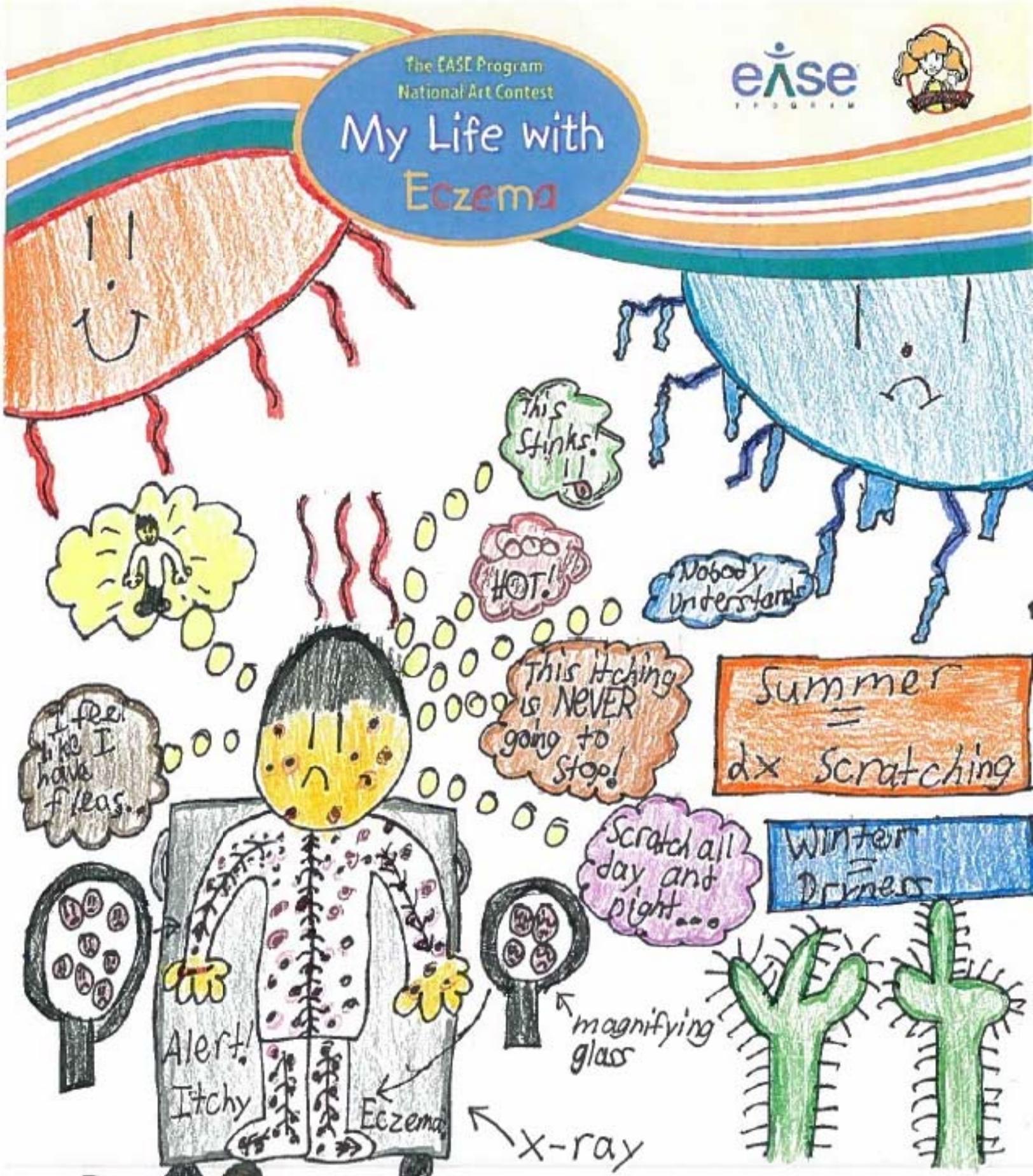
ease
FOUNDATION



The EASE Program
National Art Contest

My Life with Eczema

ease
FOUNDATION



The EASE Program
National Art Contest

My Life with Eczema

ease
PROGRAM

