



International FPIES Association (I-FPIES)

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## FOR IMMEDIATE RELEASE

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## International FPIES Association (I-FPIES) Launches New Name and Enhanced Website

*Exciting changes mark the organization's third year of assisting patients and families living with FPIES*

Point Pleasant Beach, NJ (September 10, 2014)—In honor of its third anniversary, the International Association for Food Protein Enterocolitis (IAFFPE) has launched a new, streamlined name: International FPIES Association (I-FPIES). This rebranding is featured in a newly unveiled website [www.fpies.org](http://www.fpies.org), in a fresh logo, and on the organization's social media sites.

I-FPIES is instantly recognizable and memorable, making it easier for people to remember the non-profit organization and find its website. This enhancement also helps I-FPIES spread awareness of Food Protein-Induced Enterocolitis Syndrome (FPIES), a rare form of food allergy that affects the gastrointestinal system.

“The decision to rebrand our organization as I-FPIES makes it clear that FPIES is at the heart of everything we do,” said I-FPIES Founder and Chair Fallon Schultz. “It also gives new vitality to our organization and makes it possible for our important programs, resources and initiatives to resonate with a larger audience.”

I-FPIES has also launched its new website: [www.fpies.org](http://www.fpies.org). Though [iaffpe.org](http://iaffpe.org) was unique to the brand, the change to [fpies.org](http://fpies.org) helps the organization reach more FPIES patients and families, as well as new followers, donors, and partners.

Enhancements to the website include improved navigation and a dynamic interface, which allow users to browse and access resources with greater ease. The website's new design also reflects the organization's expanded programs and resources, which now include:

- An array of new support resources, including an FPIES Support Group program, a recipe section, a Care Packet for newly diagnosed patients, and new articles that speak to the social and emotional aspects of an FPIES diagnosis.
- A more in-depth discussion of FPIES contributed by the I-FPIES Medical Advisory Board, including topics such as diagnosing and managing the condition, chronic FPIES, oral food challenges, and FPIES in adults.
- Expanded advocacy, awareness, education, and fundraising sections that highlight the FPIES movement and impactful I-FPIES initiatives, and empower supporters to take action.
- Updates to the organization's research mission and milestones and the launch of its Trainee Travel Grant program, which assists research trainees with an interest in and commitment to the advancement and research FPIES.

“The new website is more user-friendly and provides a streamlined approach to accessing information about FPIES and resources for daily life with this condition,” said Schultz. “A central part of our mission is to fill the gaps that exist in the FPIES community. In expanding our website, we paid close attention to developing new materials and programs that help address those gaps.”

As the organization goes forward with these exciting changes, I-FPIES is committed to maintaining its adherence to the principles that IAFPPE was founded on: improving the lives of FPIES patients and families while making a lasting impact.

### **About I-FPIES**

The International FPIES Association (I-FPIES) is a 501(c)(3) non-profit organization whose mission is to improve the quality of life for patients and families affected by Food Protein-Induced Enterocolitis Syndrome (FPIES). I-FPIES is a worldwide leader in FPIES awareness and the issues surrounding this condition. We seek to increase awareness by providing educational resources, support services, advocacy, and the development of groundbreaking research through our partnership with the medical community. For more information, please visit [www.fpies.org](http://www.fpies.org) or contact us at [contact@fpies.org](mailto:contact@fpies.org).