



International Association for Food
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FOR IMMEDIATE RELEASE

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Nonprofit Supporting FPIES Patients and Families Launches Website

Website will be a valuable resource for information on Food Protein-Induced Enterocolitis Syndrome

Roselle, NJ (January 19, 2012) – The International Association for Food Protein Enterocolitis (IAFFPE) today released a new website (www.iaffpe.org) that is the go-to destination for information and resources about Food Protein-Induced Enterocolitis Syndrome (FPIES), a rare and severe allergic reaction in the gastrointestinal system that typically starts in the first year of life.

The newly launched website embodies the IAFFPE's mission to advocate for and improve the lives, health and services for those affected by FPIES. The website features a clean design; streamlined navigation; information about FPIES; education and support geared toward families, medical professionals and caregivers; and details about the organization's fundraising, advocacy and research initiatives.

“Our website will allow visitors to find the most current information about FPIES from medical professionals who lead the field in FPIES research, as well as outreach and advocacy opportunities, and links to our national and local events,” says Fallon Schultz, IAFFPE founder and chair.

“IAFFPE strives to be that connection between FPIES families and the support and resources that they so critically need.”

The debut of the website comes as the organization gears up to launch multiple initiatives, including awareness and fundraising campaigns. It is all part of the IAFFPE's effort to be a worldwide leader in promoting an increased understanding of FPIES and the issues surrounding this condition.

Schultz added, “We are so excited about the opportunities presented by the new website. FPIES is so often misdiagnosed and untreated; it is vital to bridge that gap. This site not only represents a face for the organization, it provides a dynamic catalyst for FPIES support, awareness, fundraising and research.”

About the IAFFPE

The International Association for Food Protein Enterocolitis (IAFFPE) is a non-profit organization whose mission is to improve the quality of life for patients and families affected by Food Protein-Induced Enterocolitis Syndrome (FPIES) by means of education, research, advocacy and support. The IAFFPE strives to be 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.