

## September Walk For Alopecia™ Rallies Millions Impacted by Devastating Autoimmune Disease

Alopecia Areata Awareness Month finale event in South Florida benefits nearly seven million Americans



Let's DO Something About Alopecia Areata!

Let's Walk!

**WALK**  
FOR AL**☀**PECIA  
National Alopecia Areata Foundation™

**NAAF.ORG/WALK**

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**Boynton Beach, Florida Sep 5, 2024** ([Issuewire.com](https://www.issuewire.com)) - The National Alopecia Areata Foundation's (NAAF) 2nd Annual Walk For Alopecia™ is coming to South Florida on Saturday, September 28, at West Boynton Middle School, 8655 Senator Joseph Abruzzo Ln, Boynton Beach. Following a successful inaugural Walk, NAAF sets the bar higher with a goal of raising \$900,000 in 2024. The Walk

is the finale of Alopecia Areata Awareness Month in September and is the largest alopecia areata awareness and fundraising campaign in the nation. People living with alopecia areata, their families, caregivers, friends, co-workers, and healthcare professionals will rally together in communities [across the country](#) on Saturday, September 28th to help drive research for treatments and a cure, increase support, advocate for change, and end stigma.

“Losing my hair was like losing a limb,” says [Deirdre Nero](#), a Miami attorney who lives with the most severe form of the disease and serves as the chairperson of the National Walk For Alopecia Committee, “I would look in the mirror and not recognize who I saw looking back at me.” Diagnosed in two percent of the total population of nearly seven million Americans and frequently dismissed as a cosmetic condition, alopecia areata is a chronic autoimmune disease that has a tremendous psychosocial impact. The resulting depression, anxiety, and loss of self-identity increase the demand for services, support, and a cure.

“NAAF created the Walk for Alopecia to provide a way for the many millions of people impacted by this common autoimmune disease to do something about alopecia areata,” says Nicole Friedland, NAAF’s President and CEO, “anyone, anywhere can participate and show the world that alopecia areata is not *just* hair.” In 2023, NAAF set an initial goal of raising \$400,000 for its first Walk For Alopecia. Thanks to the generosity and enthusiasm of the community, that goal was exceeded by 50% raising a grand total of \$620,000, indicative of the desire to indeed do something about alopecia areata.

The alopecia areata community is out in full force led by celebrity Walk Chair, Grammy-winning musician-songwriter Molly Tuttle and CBS News anchor [Aziza Shuler](#). Corporate sponsorship support is generously provided by Pfizer, Sun Pharma, Eli Lilly & Co., RBC Capital Markets, and Sanofi. Those interested in signing up can participate in one of nine events (Austin, Houston, Los Angeles, Minneapolis-St. Paul, New York City, Philadelphia, San Francisco, St. Louis, South Florida/Ft. Lauderdale) or “Walk Where You Are” in their own community. Visit [naaf.org/walk](http://naaf.org/walk) for more information.

### **About Alopecia Areata**

Alopecia areata is a common autoimmune disease affecting nearly seven million Americans that results in unpredictable, often sudden, and severe hair loss. People with alopecia areata most often lose hair in circular, coin-sized patches on the scalp but in more severe cases they may lose all the hair on their body. Alopecia areata can begin at any age, but most develop it early in life, impacting adults and children. More than 80 percent show signs of the disease before age 40, and 40 percent experience symptoms by age 20. Research suggests that women are more likely to develop alopecia areata than men and that the odds of developing alopecia areata are higher among persons of color. Frequently dismissed as a cosmetic condition, alopecia can be a deeply traumatic experience, resulting in emotional and economic pain and social isolation. It is not *just* hair.

### **About the National Alopecia Areata Foundation**

The National Alopecia Areata Foundation (NAAF) drives research to find a cure and accessible treatments for alopecia areata, supports those impacted, and educates the public about the disease. Founded in 1981, NAAF is the largest alopecia areata patient advocacy organization in the world, connecting members of the alopecia areata community, including those living with the disease, family members and caregivers, healthcare providers, and researchers through its many programs. NAAF is recognized by the Internal Revenue Service as a 501 (c) 3 charitable organization and has achieved the highest rankings from charity watchdogs. For more information, please visit [www.naaf.org](http://www.naaf.org), email [info@naaf.org](mailto:info@naaf.org), or connect with NAAF on Facebook, Instagram, LinkedIn or X.

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