



endometriosis uk

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NEWS RELEASE

***BLOODY HELL* – IT'S TIME TO SUPPORT THE TWO MILLION UK WOMEN WITH ENDOMETRIOSIS**

Endometriosis affects two million women in the UK. There is no cure; funding for both research and support is sorely lacking - and the average patient could wait up to 11 years for a correct diagnosis.

As part of its annual awareness week campaign (March 5 to 12), Endometriosis UK – the charity that provides support to sufferers and lobbies for increased awareness and improved levels of treatment – has launched a new advertising campaign.

Bloody Hell highlights some of the key issues and problems facing women forced to live with this gynaecological condition.

Using a sub-theme of “what if”, it asks how life would be if sex were so painful it became both a physical barrier and an intolerable strain on a relationship, and how you would cope if your social life virtually ground to a halt because of an illness? It also aims to show how tens of thousands of women are labelled malingerers by some employers who simplistically categorise endometriosis under the heading “painful periods”.

Robert Music, chief executive of Endometriosis UK, says: “Sixty-eight per cent of women with endometriosis in Britain have been misdiagnosed with everything from irritable bowel syndrome to depression, while the cost in terms of the number of education and work days lost is estimated to be £3 billion annually.

“But it is the enormous toll endometriosis places on relationships, careers and general quality of life that continues to give most cause for concern. *Bloody Hell* – both in theme and content – doesn't pull any punches. It is a campaign that is long overdue if we are to have this terrible condition taken seriously and to foster an environment delivering greater understanding, improved levels of support and an increasing in funding.”

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March 2, 2007

Press enquiries to David Leck and Vicky Huntley at David Leck Associates on 01322 528580/07710 326256/07811 534346.

NOTES TO EDITORS

About *Bloody Hell*

- Artwork for the *Bloody Hell* campaign – in a press optimised PDF version – is available by contacting David Leck or Vicky Huntley at David Leck Associates on 01322 528580/07811 534346.
- The idea for the campaign came from one of the charity's volunteers

About Endometriosis

- Most patients – once diagnosed with endometriosis – are treated through medication and in some cases surgery. For many, a range of alternative and complementary therapies have also delivered some degree of success in alleviating symptoms and pain.
- Endometriosis UK has a dedicated helpline on 0808 808 2227 and local groups providing vital support and information
- For further information go to www.endometriosis-uk.org