

FOR IMMEDIATE RELEASE

Stop CMV - The CMV Action Network
www.StopCMV.org
Lynn Pickus
Long Island Area Representative
lynn@stopcmv.org

Stop CMV Day at Adventureland to Raise Awareness of CMV

May 5, 2010 -- Local parents will be hosting Stop CMV Day at Adventureland Amusement Park in Farmingdale, New York to raise awareness of congenital CMV (cytomegalovirus). The event takes place Saturday June 5th between 1:00pm and 4:00pm. Admission to the event is \$20, which includes all rides and attractions, as well as a \$3.50 donation to Stop CMV. CMV families, children born with congenital CMV, and Stop CMV supporters will be in attendance and available for interviews with the press.

“We’re really hoping to raise awareness about the dangers of congenital CMV,” says Lynn Pickus, Stop CMV Area Representative for Long Island and host of the event. Pickus’ son, Noah, born with congenital CMV and has cerebral palsy, hearing loss, feeding disorders, developmental delays, and seizure disorder. “Noah’s energy, excitement, and pure joy for life is absolutely contagious.” Janelle Greenlee, president and founder of Stop CMV and The CMV Action Network, is also mother to twin daughters born with congenital CMV. “Events like these are the first time that many people will hear about CMV,” say Greenlee. “The more we can mobilize this message, the more we can prevent birth defects caused by CMV.”

The Centers for Disease Control and Prevention (CDC) report that 1 in every 150 children is born infected with congenital CMV. Each year in the United States alone, approximately 30,000 children are born with congenital CMV infection. The CDC reports incidence of congenital CMV as similar to that of Autism (1 in 150), and higher than Down Syndrome (1 in 3,357), Spina Bifida (1 in 2,500), and Fetal Alcohol Syndrome (1.5 in 1,000). Congenital CMV causes deafness, blindness, cerebral palsy, mental and physical disabilities, seizures, and death. CMV is present in saliva, urine, tears, blood, mucus, and other bodily fluids and is most commonly found among healthy infants, toddlers, preschoolers and children who contract and carry the virus. CMV poses a major risk to pregnant women, especially mothers, daycare workers, preschool teachers, therapists, and nurses.

Since 2003, Stop CMV has been working to foster congenital CMV awareness via internet and public awareness campaigns. The mission of Stop CMV and The CMV Action Network is to prevent and eliminate congenital CMV and to improve the lives of all people affected by congenital CMV. Stop CMV and The CMV Action Network have over 100 Area Representatives and Parent Coaches in the United States. To contact an Area Representative near you, please visit www.stopcmv.org/contacts.php. If you do not see your area listed, please contact reps@stopcmv.org for assistance. For more information about Stop CMV and The CMV Action Network, please contact press@stopcmv.org.

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