



MEDIA ALERT – MEDIA ALERT – MEDIA ALERT

PEOPLE WITH RHEUMATOID ARTHRITIS ARE TURNING THE TABLES ON VOLUNTEERISM

New Campaign Aims to Redefine Public Service for People with Chronic Disease

WHAT: Genentech and grassroots arthritis group CreakyJoints today announced *Hand in Hand for RA*, a national awareness campaign encouraging people with rheumatoid arthritis (RA) to join a movement demonstrating to others that they are not limited by their condition, and in fact, *want* to give back to their communities.

www.handinhandforRA.com will serve as an online resource for those who want to get involved by posting their own stories and photos of volunteer efforts, and inspiring others to do the same.

WHY: A recent survey found that ***more than two-thirds (72%) of people with RA are looking for ways to do more.*** RA is a debilitating autoimmune disease that can lead to joint damage and painful chronic inflammation. The disease affects an estimated 1.3 million Americans, or an estimated 1 to 2% of the world's population, and can impact daily activities, often leaving people with RA feeling limited in what they can do. Research into the benefits of public service has found a connection between volunteering and good health.

WHO:

- ***Seth Ginsberg, co-founder and president of CreakyJoints*** can speak from his own experience with arthritis to demonstrate that volunteering can be good for the mind and the body.
- ***Debbie McGrady, 55, of Indianapolis***, has had RA for about 10 years, but has not let that hold her back from lending a helping hand to the elderly in her community.
- ***Stephen Paget, MD, FACP, FACR***, Physician-in-Chief of the Department of Medicine, Division of Rheumatology of Hospital for Special Surgery in New York and the Joseph P. Routh Professor of Medicine at the New York Hospital / Weill Cornell Medical College is available to address the challenges those with RA and other chronic conditions face and the opportunities for them to leverage that experience into helping others.

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