Searching for an answer to puzzling disorder of pregnancy that affects 300,000 women each year in the U.S.

Melbourne, FL – April 9, 2012 – May is Preeclampsia Awareness Month and to build awareness of preeclampsia, a life-threatening disorder of pregnancy and the post-partum period, thousands of families in 35 cities in the U.S. are participating in *Promise Walks* .

The Preeclampsia Foundation is holding *The Promise Walk for Preeclampsia™*, now in its third year, to help provide patient support and education, raise public awareness, catalyze research and improve health care practices for the millions of mothers and their babies every year who are impacted by preeclampsia and related hypertensive disorders of pregnancy. Last year, Promise Walk events were held in 23 cities and raised more than $250,000.

“Preeclampsia affects one in 12 pregnant women, and the incidence of this puzzling disorder is on the rise,” says Eleni Tsigas, Executive Director of the Preeclampsia Foundation. “With our *Promise Walks*
, along with several other educational and awareness-building events throughout the month, we will reach many thousands of people with life-saving information. Expectant mothers who know what to be aware of play a vital role in recognizing preeclampsia symptoms, thus improving time to diagnosis and medical attention.”

Promise Walks range from walks to 5k runs. Events in the 36 participating cities may also include guest speakers, appearances by media personalities, free blood pressure screenings, silent auctions, raffles, family activities and memorial events. Visit www.promisewalk.org to register, make a donation or learn more about special events at each of these walks.

In other Preeclampsia Awareness Month news:

- Three members of Congress, Reps. Roybal-Allard (D-CA), Lois Capps (D-CA), and Gwen Moore (D-WI), have called for Preeclampsia Awareness Month to be added to the National Health Observances Calendar;
- Preeclampsia Awareness Month campaign web page www.promisewalk.org/campaign launched with fact sheets, PSAs and other resources to help spread awareness. Social media sharing through Facebook http://on.fb.me/jBHKyS and “31 Days of Tweets” – thought-provoking tweets, one each day of May;
- Twitter Chat scheduled with outreach partner March of Dimes on May 17 at 1:00 p.m. EDT, to discuss sometimes puzzling preeclampsia symptoms (#pregnancychat);
- Twitter Chat scheduled with outreach partner HealthyWomen.org on May 24 at 12 p.m. (EDT), with special guests Drs. Ann Celi and Janet Rich-Edwards, to discuss Heart Health for Moms, (#HH4M);

- The American College of Obstetricians and Gynecologists has a special focus on preeclampsia in 2012, including a special “Patient Perspectives” presentation by Preeclampsia Foundation Executive Director Eleni Tsigas at the College’s Annual Clinical Meeting in San Diego on May 7;
- The Preeclampsia Foundation will be announcing its “Top 5 Pregnancy Books,” based on how well preeclampsia and related hypertensive disorders of pregnancy are covered. Because these complications are not uncommon, the Foundation believes all pregnancy guides should include this information.

The Promise Walk for Preeclampsia™ and Preeclampsia Awareness Month national sponsors for 2012 are Alere and BabyCenter. “BabyCenter is thrilled to support the Preeclampsia Foundation and raise awareness of this life-threatening pregnancy complication. I know firsthand about the dangers of preeclampsia because I was diagnosed with it during my pregnancy with my daughter. Fortunately, we both survived, but that’s not the case for thousands of other women here in the U.S. and around the world. Join me in supporting the work of the Preeclampsia Foundation to improve prevention, diagnosis, and treatment of this all-too-common disorder,” said Linda Murray, Global Editor in Chief, BabyCenter.com. To support efforts or join in an event near you, visit www.promisewalk.org.

About the Preeclampsia Foundation
The Preeclampsia Foundation is the only national nonprofit patient advocacy organization for the hypertensive disorders of pregnancy. Preeclampsia and related disorders such as HELLP syndrome and eclampsia are most often characterized by a rapid rise in blood pressure that can lead to seizure, stroke, multiple organ failure and death of the mother and/or baby. For more information visit www.preeclampsia.org.