



**EHE International Showcases
Lupus Research Institute's "Window on Lupus 2020" in Rockefeller Center Plaza**

Spotlighting Autoimmune Disease Lupus during May Awareness Month

New York, NY May 1, 2015 – The Lupus Research Institute launched May Lupus Awareness Month with the unveiling of a powerful window display at NYC's Rockefeller Plaza, home to NBC Studios.

Seen by about 250,000 people daily, the window draws attention to lupus as a dangerous autoimmune disease and the importance of supporting innovative research to prevent organ damage. The bold design drives home the devastating effects of lupus on women in their twenties – the decade when lupus is most often diagnosed.

“Twenty is the age when the future beckons with the brightest promise,” noted Margaret Dowd, LRI President and CEO. “But for many young women diagnosed with lupus, the future can hold the threat of serious consequences – the potential for a stroke, a heart attack, kidney disease. And we want people with lupus to know that there is hope in their future as we work to achieve our 2020 milestone to help prevent organ damage and progression.”

The window signage urges young women to talk with their healthcare professional if they have common symptoms of lupus such as persistent fatigue and fevers, swollen joints and/or skin rash. Visitors can learn more about lupus and the many awareness activities throughout May on the LRI website at LupusResearchInstitute.org.

For the fifth year, the nation's largest preventive health company EHE International donated the display window, on the Plaza side of the building, to help the Lupus Research Institute raise awareness of lupus and the value of innovative research to help stop the damage lupus frequently causes to the major organs of the body. Displayed throughout the month of May, the space came to life with the creative vision of graphic designer Jim Wagner, Certainly Studio, and installation/display window designer Stephanie Flores.

“EHE International proudly supports the Lupus Research Institute's efforts to raise public awareness of lupus by offering a high-traffic platform in Rockefeller Plaza,” said Deborah McKeever, President of EHE International. “Lupus is often overlooked, and the visibility afforded by this eye-catching window display can help increase diagnosis and prompt treatment.”

About Lupus

Frequently misdiagnosed and misunderstood, lupus is a destructive and potentially life-threatening autoimmune disease affecting more than 1.5 million Americans; nine out of 10 people with lupus are women. Lupus is a leading cause of kidney disease, cardiovascular disease, and stroke among young women.

About the Lupus Research Institute

The Lupus Research Institute (LRI), the world's leading private supporter of novel research in lupus, pioneers discovery and champions scientific creativity as it has successfully demonstrated the power of innovation to propel scientific solutions in this complex autoimmune disease. Founded by families and shaped by leading scientists, the Institute has generated more than \$200 million for novel lupus research, delivering many of the decade's most pivotal breakthroughs, transforming treatment and advancing toward prevention and a cure. For more information, visit LupusResearchInstitute.org.

About EHE International

EHE International is celebrating over 100 years as the recognized leader in preventive medicine with the release of a new book, *100 Years of Preventive Health: The History of EHE*

International. Established in 1913, EHE International is America's largest and most experienced preventive medicine specialist and the preferred choice among employers for the prevention and early detection of disease and associated risk factors. For more information, contact EHE International, 10 Rockefeller Plaza, 4th Floor, New York, New York 10020; [212.332.3700](tel:212.332.3700); visit www.eheintl.com.

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