



**ANA**Awareness Week  
May 6-12, 2018



### SAMPLE LETTER TO THE EDITOR

NOTE: This sample letter/email is intended for local or regional newspapers, radio and TV. It is important to remember that your local or regional media outlet is not likely to feature information that does not impact people within that community. To grab the editor's attention, you will need to localize the content to express how you and possibly others in the local area are impacted by acoustic neuroma and why their audience should take interest. If you have an interesting acoustic neuroma story, tell them about it. If you are part of an ANA support group, share information about the group.

An email message may catch the editor's attention more so than a formal mailed request. You may choose to send both. **Please send on or by April 28** and include with your letter our customizable press release found below.

(Date)

Dear (*Name of Editor*):

I am writing to tell you about a **rare disease that affects members of the (*Name of City, County or Region*) area**. I am asking for the (*Name of News Outlet*) to help me spread the word about this disease and participate in a cause that is very important to me and to thousands across the nation.

**Acoustic neuroma is a rare brain tumor** that affects close to 3.5 in every 100,000 individuals. The most common first symptom is hearing loss in the tumor ear. Other symptoms can be life-changing such as facial numbness, ringing in the ears, balance problems and more. When you think about how common some of these symptoms are, **it is possible people in your coverage area could be suffering from an acoustic neuroma and not even be aware of it.**

**The Acoustic Neuroma Association (ANA) will host its sixth annual ANAwareness Week May 6 to 12, 2018.** Thousands across the nation will participate in spreading the word of acoustic neuroma symptoms so that others may be diagnosed and treated while tumors are small. Founded in 1981, ANA is a national non-profit 501(c)(3) organization focused on education and support at the national and local levels for those impacted by acoustic neuroma brain tumors.

There is very little information available to the public on this rare brain tumor and ANA and its nearly 5,000 members would be honored if you could report on this important cause. I have included a press release for you to use.

If you have any questions or need more information please contact me or visit [www.ANAUSA.org](http://www.ANAUSA.org).

Sincerely,

*Your name and contact information*