

**September 5, 2019.**

### **The Dawn of a New Era in Migraine Awareness**

A seventh of the world population, about a billion people, live in the dark, suffering in silence with migraine and its symptoms, it is a disease that, despite its impact and size, lacks the recognition it deserves.

On September 5, The European Migraine and Headache Alliance (EMHA) presented, as a special guest at 19th Congress of the International Headache Society, to launch a new **movement #LightToMigraine**, an initiative that will generate knowledge about what migraine and chronic headache mean, and what it represents for sufferers.

Elena Ruiz de la Torre, Executive Director of the European Migraine and Headache Alliance, promoter of this campaign, commented ***“a billion people in the world suffer from migraine and this makes them live in the dark. That’s why it’s vital we join forces to bring light into their lives through initiatives such as #LightToMigraine”***.

EMHA presented this campaign by simulating a blackout as a metaphor for the situation in which people with migraine live. People with migraine have to deal with the same life as normal people, but the difference is that they have to suffer episodic debilitating migraine attacks all through their life. **This makes them extraordinary**. Far from being considered weak, they deserve recognition, respect and help from specialists and the rest of the world.

This action took place at IHC 2019 where the world’s most prestigious headache specialists share their knowledge about the latest advances in headache treatment, have invited the European patient representatives, led by EMHA, to shed light on this disease. In this forum, IHS President Prof. Lars Edvinsson, encouraged the importance of joining forces, scientist and patients, as that will result pressure to give more money to Migraine research.

Migraine is the sixth most disabling disease worldwide and the second most disabling neurologically. However, it remains very poorly recognized, diagnosed and treated, and lacks research support. Migraine, which affects **18% of women and 6% of men worldwide**, is not just a headache, it’s a neurological disease characterized by symptoms such as nausea, vomiting, sensitivity to light, sound, tiredness and other brain disorders.

This movement seeks to engage patients, the healthcare sector, the public sector and society in general to drive research and education, thus improving patients’ quality of life, early diagnosis and access to effective treatment.

Elena concluded: “We are asking for everyone to get involved help us bring light to this disease, for that we invite you to post the #LightToMigraine, visit our website to be updates and ask us questions in how you can join this new migraine movement”.

**About us**

The European Migraine & Headache Alliance (EMHA) is a non-profit umbrella organization, that includes more than 30 patient associations for Migraine, Cluster Headache, Trigeminal Neuralgia and other headache diseases, across Europe.

The Alliance was launched in 2006 and since then, our aim is to speak on behalf of and to advocate for the rights and needs of the 138 million people [1] in Europe living with headache disorders.

EMHA is an active member of the European Federation of Neurological Alliances [EFNA], the International Association of Patient Organizations [IAPO], the European Patients Forum [EPF] and also works closely with different organizations such as the European Headache Federation [EHF], European Brain Council [EBC], the International Headache Society [IHS] among others.

*[1] Stovner LJ et al. Lancer Neurol 2018; 17:954-76*

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