



● Fifth Annual IPAW Reaches New Heights on Social Media



**INTERNATIONAL
PLASMA
AWARENESS WEEK
OCTOBER 8-14, 2017**

Every year during International Plasma Awareness Week (IPAW), PPTA member companies, patients, and donors come

together to celebrate plasma donors, recognize the importance of Source plasma collection, and raise awareness for the rare disease patients treated by plasma protein therapies.

The starting material for plasma-derived therapies is a finite source; plasma-derived therapies are made from plasma donated by healthy, qualified donors who generously give their time to donate, which is necessary to manufacture lifesaving therapies that treat rare disease patients. Plasma donors are the foundation of the plasma protein therapeutics industry. Healthy and committed donors are paramount for preparing safe and effective therapies; plasma protein therapies would not exist without the generosity of donors, predominantly in the United States, Canada, Germany, Austria, the Czech Republic, and Hungary.

In recognition of IPAW, governors from 42 states and the District of Columbia issued proclamations recognizing the value of plasma protein therapies for treating rare, chronic conditions. Additionally, Rep. Doris Matsui (CA-6) submitted a statement into the Congressional Record. **In the statement, Rep. Matsui stated:**

"plasma-derived therapies save and improve lives of individuals throughout the world [and] have significantly improved the quality of life, markedly improved patient outcomes, and extended the life expectancy of individuals with rare, chronic diseases and conditions."

Rep. Matsui also highlighted that there are now more than 575 plasma collection centers in the United States that have earned the IQPP certification and asked her colleagues in the House of Representatives to stand to commemorate the start of IPAW. PPTA appreciates Rep. Matsui's support of the plasma protein therapeutics industry, and we look forward to continuing to work with her to protect patient access. PPTA is grateful for Rep. Matsui's continued and long-standing support of plasma donors who help to make orphan drugs that treat the rare disease community.

To continue building awareness about the importance of source plasma donation and the value of plasma protein therapies for rare disease patients, PPTA developed infographics and donor-focused graphics to be shared on social media. People across the world rallied on social media using #IPAW2017 to post information about plasma and plasma proteins, share their plasma donation experience, or to voice their appreciation for plasma donors. Even international footballer Cristiano Ronaldo joined the celebration and posted about IPAW on his various social media channels.

Each year, IPAW gains more recognition among policymakers, regulators, and the general public thanks to your support. Although IPAW lasts just seven days, PPTA would like to remind you to thank a plasma donor year-round! ●

DID YOU KNOW?

Manufacturing plasma protein therapies is **HIGHLY COMPLEX** and **TAKES 7-12 MONTHS**. The manufacturing process meets rigorous regulatory requirements to ensure quality and safety.

The infographic includes a circular flow diagram with four stages: 1. Donor, 2. Collection, 3. Processing, 4. Storage.

PPTA LEARN MORE ABOUT BECOMING A PLASMA DONOR AT WWW.DONATINGPLASMA.ORG

Cristiano Ronaldo @Cristiano

Motivation! This bag of plasma can help save lives. Share a selfie donating to inspire others! #IPAW2017 #BETHE1Donor

10:21 AM - 11 Oct 2017

6,977 Retweets 48,948 Likes