

Contact: Aleasa M. Word  
Flowers for Anaphylaxis  
Phone (302)722-7103  
Fax (302)514-0023  
Email: famsod@gmail.com

P.O. Box 2621  
Duluth, GA 30096

**Flowers for Anaphylaxis**

## **Press Release – for Immediate Release**

### **2016 Love Remembers Day Compassion Initiatives Announced**

3<sup>rd</sup> Annual Event Remembering Lives Lost to Anaphylaxis Creates Ongoing Compassion Initiatives for Legacy Events

**Duluth, GA March 4, 2016:** The 2016 Love Remembers Day legacy and awareness weekend event kicks off this year with the theme of “**Compassion for Anaphylaxis.**” For the 3<sup>rd</sup> year, [Flowers for Anaphylaxis](#) Outreach founder, Aleasa Word has partnered with a team of passionate, well-known advocates, bloggers and social media forces to support efforts of all to raise awareness about the severity of life threatening allergies that cause anaphylaxis. Anaphylaxis is a severe, potential life threatening reaction to exposure of something one is allergic to. Though many advocates are dedicated to raising awareness about food allergy induced anaphylaxis, the committee also wants to bring awareness to anaphylaxis caused by venom, latex and medications allergies. With 15 million people in the US living with food allergies and no cure available, it is imperative that awareness efforts push on.

This year's legacy event kicks off the last week of March with the actual main event period being March 25-27. Beginning this year and forward, the theme will be “**Compassion for Anaphylaxis**” as people are encouraged to participate in the Compassion Games Random Acts of Kindness Project set up by the LRD team and “**Ignite the Night**”. The [Compassion Games](#), a kindness and compassion movement offers co-opetitions, a spin on competitions. In the games for Love Remembers Day, the goal is to see who can be the most “genuinely” compassionate in any given act as kindness, love and compassion are spread around the world. Word says “This year we want show the world how much kindness people really have inside of them towards those in all communities and we’ve made it a fun competition to get people hyped about how kind we can be if we put our minds to it. Whether living with food allergies or not, all can participate and it may even be one of our family members simply being kind to a stranger in the name of awareness.” The Co-opetition can also include memory/legacy include service projects. In addition to the Compassion Games, the new “**Ignite the Night**” campaign will kick off too. Those who wish to participate are encouraged to illuminate the night March 25-27 with flashlights, safe glow in the dark balloons, glow sticks/bracelets, safe candles or any way they can be safe and comfortable of doing so to support the event. Lastly, the committee will push for a “**Compassionate Doctors**” initiative to help families communicate better with doctors about what is needed to keep families safe. This year a movement using the “*10 In Roads to Compassion for Newly Diagnosed Families*” mailing campaign based on a letter from committee member Georgina Cornago-Cipriano who lost her son Giovanni in 2013 due to anaphylaxis caused by food allergies. Posters and letters will be downloadable and sent out to support groups in hopes they’ll encourage member participation. The annual [Trailblazer and Legacy Awards](#) will also continue with nominations opening March 15 .

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The all-volunteer grassroots team includes: Caroline Moassessi (Gratefulfoodie.com), Julie Mortimer (advocate), Erica Horvath (Michiana Food Allergy Support), Marie Roker-Jones (RaisingGreatMen.com), Kristin Osborne (advocate) , Georgina Cornago-Cipriano (legacy advocate), Cyrus Moassessi (FoodAllergyIcebreaker.com) and long time business partner R.J. Anderson. The hope is for the Compassion Games to represent kindness around the world on a report map one can find on the Compassiongames.org. More information on Love Remembers Day 2016 may be found on [www.FlowersforAnaphylaxis.com](http://www.FlowersforAnaphylaxis.com) or their facebook event page