

Dear Members,

This year we have the opportunity to bring attention regionally and globally to an important topic in allergic disease: anaphylaxis. The World Allergy Organization (WAO), together with 95 member societies, will present World Allergy Week 2014 on the theme of "**Anaphylaxis – When allergies can be severe and fatal.**"

As a member society of the WAO, our society is in a unique position to join other allergy/immunology societies around the world during World Allergy Week (7-13 April, 2014) in concurrent efforts to disseminate information on anaphylaxis and the importance of understanding its causes, risk factors, treatment, management, and prevention.

WAO is again providing communication resources for use at www.worldallergyweek.org. The site also includes: photos, audio and video clips of interviews, and summaries of World Allergy Week activities around the world during previous years (<http://www.worldallergyweek.org/worldallergyweek/about.php>). Allergy societies, allergy clinics, medical schools, patient advocacy organizations, and individual allergists will all be engaged in a variety of World Allergy Week activities on allergy/asthma problems in their regions and communities. International conference calls on the topic of **Anaphylaxis – When Allergies Can Be Severe and Fatal**, will be the focus of WAO's global activities. The first call will be held on 7 April 2014 at 9:00 a.m. EDT (New York). The second call will be held on 9 April at 2:00 p.m. JST (Tokyo). Toll-free numbers and other information about the calls will be posted on www.worldallergyweek.org.

What can you or our society do to participate? Here are a few activities that have been successful in the past:

1. Add the World Allergy Week logo to the website of your clinic or school and link it to www.worldallergyweek.org.
2. Include information about World Allergy Week and the theme of anaphylaxis on your social media accounts and include #worldallergyweek and the link to www.worldallergyweek.org.
3. Participate in one of the international conference calls on Anaphylaxis – When Allergies Can Be Severe and Fatal, and share the information with your media contacts.
4. Host patient education events on anaphylaxis education and preparation
5. Contact the news media and offer to give interviews or hold a press conference.

We hope you will join us in this global effort to disseminate vital information about the importance of anaphylaxis education, treatment, and prevention to patients, their caregivers, all those who treat patients with allergic diseases and asthma, and healthcare administrators.

Sincerely,

Prof. Hae Ran Lee
President, Korean Academy of Asthma,
Allergy and Clinical Immunology

Dr. Lanny Rosenwasser
President, World Allergy Organization