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**HER FOUNDATION TAPS LOVELL PUBLIC RELATIONS
TO LEAD NATIONAL AWARENESS CAMPAIGN
FOR HYPEREMESIS GRAVIDARUM**

*Non-Profit for Severe Pregnancy Disease Engages Services of Communications
Advocate*

DALLAS (March 15, 2005) – The Hyperemesis Gravidarum Education and Research Foundation (HER Foundation) has selected Dallas-based Lovell Public Relations, Inc. (Lovell Public Relations) as its national Agency of Record to help raise awareness and garner support for Hyperemesis Gravidarum (HG)—an often medically misunderstood disease conservatively estimated to afflict between one to 10 percent of pregnant women.

HG is a potentially life-threatening illness that causes debilitating, and often unrelenting, morning sickness for some pregnant women. Symptoms are often so severe that women require multiple hospitalizations to treat severe vomiting, starvation and dehydration. While documentation of HG can be traced back to the early 19th century, health professionals often misdiagnose the disease or wrongly treat it as a psychological disorder. The HER Foundation was founded as an educational resource and advocate for increased understanding and research as to the root causes, symptoms and impact of HG. In just a few short years, thousands of women and their families have utilized the foundation's Web site, HelpHER.org, and volunteers for support and information on HG.

"Before the HER Foundation came along, many HG sufferers became frustrated—not knowing where to turn to find answers about how to effectively manage and treat the symptoms of this disease," said Kimber MacGibbon, RN, HER Foundation founder and HG survivor. "HG is an important women's health issue, which is why the HER Foundation has chosen Lovell Public Relations as its communications partner."

Lovell Public Relations will help the HER Foundation promote its cause by sharing the impact of HG and raising awareness of its frequency and prevalence through the execution of a strategic national media relations campaign. The firm also plans to work with corporate sponsors and other partners who are funding additional research as part of an extensive grassroots education campaign for the disease.

"Knowledge is critical to the success of any grassroots education campaign," said Betty Lovell, APR, president of Lovell Public Relations, Inc. "We are delighted to partner with the HER Foundation to communicate the foundation's key messages to national media outlets, elevate awareness of this women's health issue among the medical and regulatory community, and advance support and research for HG."

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Ann Marie King, HG survivor and co-founder of the HER Foundation, explained, “HG robs women of the joy and happiness of pregnancy. The symptoms go beyond the debilitating physical complications and often impact women on a financial, emotional and social level as well, which is why support from organizations such as ours is so critical for these women.

“We are pleased to join forces with Lovell Public Relations to increase awareness, as the help and support offered through the HER Foundation is only effective if women and their families know how to access it,” added King.

About the HER Foundation

The HER Foundation is a 501 (c)(3) not for profit organization that serves as a support network for HG survivors, sufferers and their families, and is tied together by an informative, educational Web site (www.HelpHER.org) created to improve understanding of HG and the impact it has on pregnant women and their babies. Additionally, the foundation works to support and directly communicate with health professionals and raise funds for improved scientific research and treatment.

About Lovell Public Relations

Lovell Public Relations, Inc. is a Dallas, TX-based public relations firm specializing in cause-related marketing, crisis management, and national public relations campaigns. With experience in a number of industries, including retail, hospitality and entertainment as well as the non-profit sector, the firm has created numerous award-winning campaigns for local and national clients. For more information on Lovell Public Relations, logon to www.lovellpr.com.

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