

36 million **migraine** **campaign**

Join us and make the difference



“As Americans, we must recognize the scope of migraine’s impact and deal realistically with this disabling disease. Only then can we move ahead swiftly toward better treatments – and, one day perhaps, a cure.”

Cindy McCain
Chair, **36 MILLION MIGRAINE CAMPAIGN**

We can change the course of this disorder

so little can do so much

After 7,000 years of enduring and searching for relief from migraine, there's still no cure. Still worse, for the 3rd most common disorder on the planet and the 4th most disabling among women worldwide, we've had only one class of medication developed and approved for the treatment of migraine over the last half-century! While we know more today than ever before about the brain chemistry and circuits involved, we are still far from safer and more effective treatments.

Yet we have the brain trust – so many talented doctors and scientists across the United States and around the world – who know the path forward and know how to get this done. What's missing is enough money to do the job.

As a nation, we allocate a pittance to migraine research – less than 1/20th of 1% of the budget of the National Institutes of Health – or about \$16 million a year. Given the prevalence and magnitude of migraine, \$260 million would be right. Industry and the voluntary sector simply cannot make up the difference. The task before us now needs a kick-start!

That's why the American Migraine Foundation and Mrs. Cindy McCain are partnering in 2013 to launch the **36 MILLION MIGRAINE CAMPAIGN**, a national public mobilization and education campaign to increase our nation's research investment in migraine and raise public visibility for this enormously disabling disorder that affects more than 36 million Americans.

The 36 Million Migraine Team

The purpose of the **36 MILLION MIGRAINE CAMPAIGN** is to put this disorder front and center among our national health priorities and raise as much as \$36 million to support medical research – one dollar for every American who struggles with migraine. To do this, Mrs. McCain will be joined by some of the best-known names in media, entertainment, sports, business, and public life to power it to success. As they join us, we will add their names to the 36 Million Migraine Organization Team.

Migraine

The most disabling neurological disorder on the planet

According to the World Health Organization's recent Global Burden of Disease report, which included 291 diseases, migraine was globally the 7th most disabling, and by a wide margin, the leading cause of disability among neurological disorders. Migraine accounted for almost half of all years of life lost to disability attributed to neurological disorders. Cindy McCain herself has been known to check into the emergency room and hospital – if she could push through the pain to even move at all. Migraine has threatened or ended the careers of professional athletes, entertainment celebrities, those seeking the highest office in the land, our brave men and women in uniform, and countless men, women, and children, every day and in every state across the US.

People with migraine know they may not be able to participate in life's most important moments and events.

About Migraine



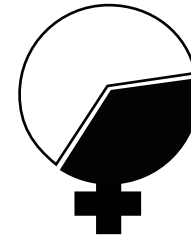
3rd most common disorder on planet Earth



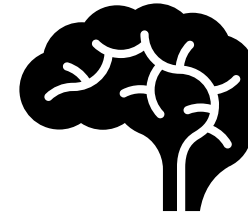
7th highest cause of disability globally



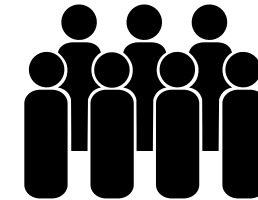
4th highest cause of disability among women



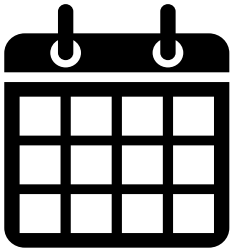
Affects 30% of women over a lifetime



The most disabling neurological disorder, by far

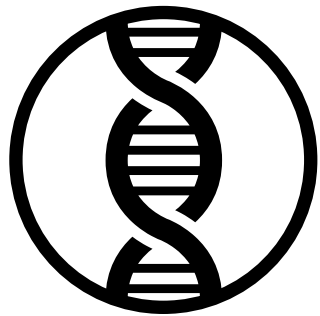


At least 36,000,000 American women, men and children

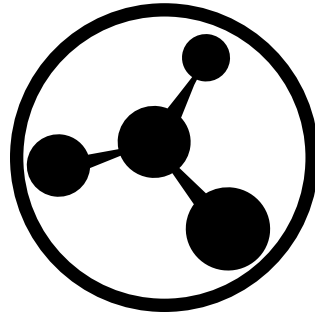


Up to 15 million Americans impacted on a near-daily basis

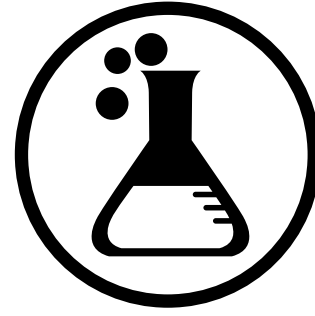
Areas of great research promise



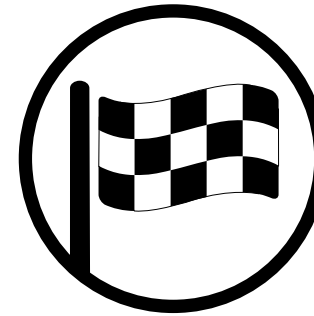
More than a dozen genetic mutations and potential genetic variants responsible for certain types of migraine have been identified



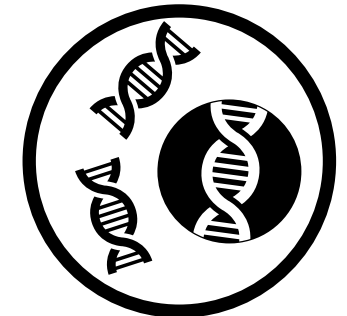
The origin and molecular basis of migraine within the brain



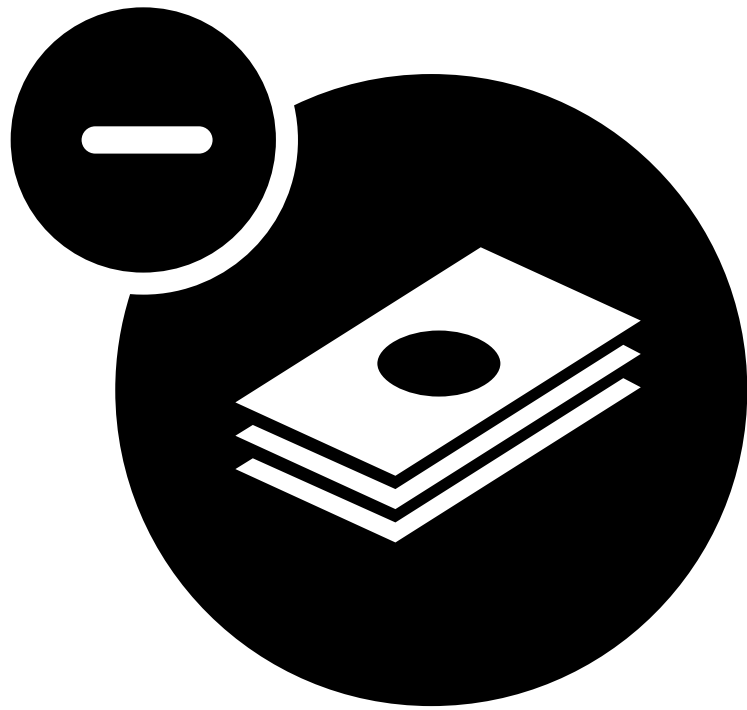
Almost a dozen new and unique targets against which new medications can be developed and tested



The development of a national multicenter research consortium that will speed the race to a cure



The identification of genetic variants to predict medication response and side effects



A \$29 billion pain for business

Migraine costs American business a lot of money each year -- about \$29 billion in direct and indirect medical costs. This cost is often invisible in the day-to-day life of a business where, ironically, employees who come to work disabled with symptoms of migraine actually cost their companies twice as much in lost productivity as those who stay home.

**The American
Migraine
Foundation
is the right
partner to lead
the nation in
this ambitious,
much-needed
effort**

Cindy McCain has made an unequivocal leadership commitment to this effort and has pledged to enlist a cadre of well-known personalities to lend their support in the **36 MILLION MIGRAINE CAMPAIGN**. It is dedicated to mobilizing financial and public support from as many sectors as possible: individuals, foundations, corporations, philanthropic organizations, and academic medical centers.

She'll be working with The American Migraine Foundation, the non-profit foundation of the American Headache Society (AHS), to support innovative research that will lead to improvement in the lives of those who suffer from migraine. Together, AMF and AHS are led by the nation's leading physician experts and scientists from the nation's leading academic centers.

With Cindy McCain, It's a powerful partnership indeed.

**If all 36 million
of us stood up,
we'd change
the world**

You may be one of 36 million Americans with migraine. If all of us donated just one dollar – for ourselves or for someone we know or love who has migraine – we can raise \$36 million. So little can and will do so much! That's more than twice as much as the federal government allocates for migraine research each year!!

Together we will all be pioneers – because no one has ever tackled migraine funding on a scale like this before.

In 2009, Cindy McCain embarked on a national effort to raise awareness of migraine. She showed us what personal power and commitment can do to make the world finally pay attention to this devastating disorder. Now she's back and she's brought reinforcements – some of the most talented people in America who want to stand up together in this cause.

Please join Cindy and her team on a journey that can bring us closer to preventing and curing migraine.

We need you.

Please go to www.americanmigraine.foundation.org
and sign up to stand with us.

Click the **DONATE** button and be part of the
power of the **36 MILLION MIGRAINE CAMPAIGN.**

If you want to know more, please contact

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