

PRESS RELEASE

For immediate release



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THYROID AWARENESS WEEK
15th – 21st October 2011

Thyroid UK Launches Web of Stories Channel To Celebrate its 10th Anniversary

To celebrate its 10th Anniversary, Thyroid UK is launching its own channel on the Web of Stories website on Saturday, 15th October and holding a 10th Anniversary Conference on Saturday 22nd October at Gilwell Park Conference Centre, Chingford, Essex. The Web of Stories channel will allow people with thyroid disease to view and/or upload stories about their thyroid health - <http://www.webofstories.com/channels/50073/stories>

Thyroid UK knows from its HealthUnlocked Support website that the best kind of support for people with thyroid conditions is to be able to communicate with others and to share their stories:

"HealthUnlocked and Thyroid UK have been a huge support to me. The transition from being healthy (but a bit achy and weary) to someone who has to take pills for the rest of their life is a huge struggle for me. To have somewhere to go to look things up, with people who have taken the same journey, who can reassure me and answer my questions (however silly) has been a huge help." Apples, HealthUnlocked User

We are now going one step further to support thyroid patients by enabling them to watch videos other thyroid patients have uploaded and also to produce a video themselves.

We plan to build a large library of stories from people with different types of thyroid disease and at different stages of their thyroid journey. We hope this collection of stories will become a fantastic resource, not only for thyroid patients and their friends and families, but for nurses, doctors, endocrinologists and other members of the medical profession so that they can see how thyroid disease truly affects our lives.

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"Providing information and resources to promote **effective** diagnosis and **appropriate** treatment for people with thyroid disorders in the UK"

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Note to the Editor:

Thyroid Awareness Week starts on 15th October with the launch of Web of Stories and culminates on 22nd October with the Thyroid UK 10th Anniversary Conference at Gilwell Park Conference Centre, Chingford, Essex



The venue for the conference is Gilwell Park Conference Centre, Chingford. It is a beautiful venue, set within over 108 acres of mature parkland, the location combines 17th century charm with 21st century facilities.

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