

Letter from Valgerdur Audunsdóttir, Chairman of SPOEX

SPOEX in Iceland has signed a contract with the event company Practical to assist the organization in the preparation of the International Psoriasis Day 2008 in Iceland. Practical and SPOEX have a close cooperation and have put together an interesting program for the day. The aim of the program is to raise awareness of the disease and raise money for the research fund of SPOEX.

We have reached a contract with the Blue Lagoon on sponsoring hand lotion. The hand lotion is for sale in pharmacies across the country and all income of the sales will be used to enhance research of psoriasis. Members of SPOEX will also sell the hand lotion in two of the largest shopping malls all weekends in October.

Spoex has also made an agreement with a well known band in Iceland. The band has agreed to sponsor the organization with a brand new CD. Spoex will distribute the CD to all members of SPOEX and all income will be used to boost the research fund of SPOEX. (so far to day have we put ca 3.4 million Icelandic kr in the research account for the hand cream and CD)

To raise awareness of skin diseases we will issue a newsletter that will be distributed to all homes in the country. To have positive impact on children we have organized educational visits to the largest elementary schools in Reykjavík. , the Chairman of Spoex will lead the introduction along with one of Iceland's most popular pop stars. The school visits are planned from October to May 2009.

We have now visit 3 schools and we have already have feedback from the largest school, because they was so pleased with SPOEX project that they also send letter of recognition send to the minister of education. . And the children made a theme after our visit about how important it is to have a friend and treat each other like they wanted to be treated themselves. Children will send us a short report

On the 29th of October members of SPOEX, closest friends and family was invited to the public swimming pool to go for a swim to raise awareness of the International Psoriasis Day in an untraditional way. Members walked together. This was one way of breaking down barriers for people with psoriasis. It was free for all psoriasis patients to the swimming pool on the WPD. And all the psor-patient was giving cream-lotion.

SPOEX had project manager for our magazine, this was the first time that we send information about psoriasis to every home in Iceland.

We already have a lot of new members since we send the magazine out.

We made one agreement to one of our sponsor to pay all the cost for Chairman and dermatology to visit the biggest places in the vest and east part of Iceland to hold a lecture.

We had a meeting with minster of health because of WHO and education minister because of the School project.

Next visiting to the school will one of the newspaper join us and write about our project, (our main coals are that we can all be different, color, skin problem and so on.....

Pharmacia gave all our members discount for skin cream for during 5 days around WPD. Chairman was on the TV news on 2 channel on the 28th evening news.

We still have 11 school to visit

We stay 3 weekends in one of the largest mall in Iceland, we had booth there and we had made big stand for WPD.

Treatment center of the Blue-lagoon invite all the psoriasis patient for free for one day and there families, it was lecture about the treatment and also could everyone use all the treatment that they offer.

SPOEX invite members to our office for 3 days and to see our treatment center and inform them about SPOEX action plan. People could also speak to our nurse.

After Christmas will we be a lot in the media because of our CD disk so far know we that we will have 15 min. in the TW and often in the radio.

It is obvious that in the begin of next year will we still be busy because of WPD 2008.

On behalf of SPOEX
Valgerdur Audunsdóttir