



FOR IMMEDIATE RELEASE

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Hydrocephalus Association Announces Three Million Dollar Campaign

"Reason for Hope" to Fund Five Year Research Initiative Plan

Bethesda, MD: The Hydrocephalus Association (HA) announced today that it has publicly launched a \$3 million dollar campaign called "Reason for Hope" to fund its five year Research Initiative plan. Funds raised for the campaign will be dispersed to implement the key priorities detailed in the plan. Initiated quietly with major donors, the campaign has already garnered \$1,200,000 in support of HA's research efforts.

"We anticipate reaching our \$3 million goal by the end of 2013," said Dawn Mancuso, CEO of the Hydrocephalus Association. "With our recent partnership with the Hydrocephalus Clinical Research Network, we can demonstrate very real improvements in treatments for hydrocephalus that can come from investing in our research plan."

HA developed its Research Initiative plan starting in 2009 with its Mentored Young Investigator award aimed at solving a critical shortage of new researchers in hydrocephalus research. The plan calls for continued career development grants, research conferences, and the funding of basic science and clinical research. The mission of HA's research program is to improve treatments and outcomes for those who suffer from hydrocephalus and to eventually find preventions or a cure. Funds raised by the "Reason for Hope" campaign represent a significant change in the private research funding landscape for hydrocephalus that should lead to increased public funding for the condition.

Donors interested in learning more about the "Reason for Hope" campaign and our Research Initiative should contact Aisha Heath, Director of Development at the Hydrocephalus Association by phone at (202) 213-8310 or via email at aisha@hydroassoc.org or go online to <http://www.hydroassoc.org/hope>.

About the Hydrocephalus Association

The Hydrocephalus Association (HA) is a 501(c)3 charitable organization dedicated to eliminating the challenges of hydrocephalus, a medical condition resulting from an abnormal accumulation of cerebrospinal fluid (CSF) within cavities of the brain called ventricles. Hydrocephalus affects people of all age groups across the globe. The Association works to meet its mission through the advancement of research, the promotion of advocacy, and the provision of support and education.