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Project Lyme and Lyme Disease Challenge Team Up To Make An Impact

FOR IMMEDIATE RELEASE

Partnership will increase awareness of Lyme disease

NEW YORK – Jan. 5, 2018 — The Volunteers of [Lyme Disease Challenge](#), and creators of the international grassroots campaign - Take a Bite Out of Lyme - have partnered with [Project Lyme](#), a nonprofit focused on prevention and early-stage detection of Lyme disease and other tick-born illness, to increase the global participation of the **Take a Bite Out of Lyme** campaign in May 2018. The purpose of the Campaign is to raise awareness and funding for improved Lyme disease diagnosis and treatment.

How it Works

Participants are asked to contribute \$10 to [Project Lyme](#) and then follow the 3 steps below. Don't want to take a bite out of a lime? No problem. Donate \$100 dollars instead.

- 1. TAKE A BITE:** Bite a lime and TAKE A PHOTO OR A SHORT VIDEO of the act.
- 2. SHARE A FACT:** State ONE BRIEF FACT ABOUT LYME DISEASE, such as the facts provided [here](#). You can say them in your video, write them on your photo, or include them in your post. Help us spread the true facts about Lyme disease!
- 3. PASS IT ON:** Keep the campaign going — CHALLENGE THREE OTHER PEOPLE – your friends, family, whomever! – to take a bite!

"We've watched the success of LDC's campaign over the last three years, and are very excited and grateful to now be a partner," said Heather Hearst, founder and board chair of Project Lyme. Florida attorney Melissa Bell, a LDC organizer, states "we are excited to collaborate with Project Lyme in 2018. Continued advocacy is critical considering how many patients, including children, are slipping through the cracks while we wait for adequate research funding to develop more reliable diagnostic tests and more effective treatments for late stage Lyme Disease."



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About Project Lyme

Nearly 30 years ago, a proper diagnosis and antibiotic treatment saved the life of Project Lyme founder, Heather Hearst. Decades later, the patients she meets with and hears about are still fighting a silent battle. Project Lyme, a 501(c)(3) nonprofit organization, is putting a spotlight on Lyme disease and other tick-borne illnesses. Together, let's create a dialogue that makes Lyme disease awareness commonplace.

About Lyme Disease Challenge

In 2014, a passionate team of volunteer advocates organized the Lyme Disease Challenge awareness campaign, Take a Bite Out of Lyme Disease, that went viral in its inaugural and subsequent years. Celebrities, athletes, public figures, Lyme patients and their supporters, embraced the campaign, generating over 100 global media stories, in a total of 45 countries with 35 languages represented. While the primary goal of the Lyme Disease Challenge is to spread much needed awareness in a light-hearted way, we are also proud to raise funds benefiting the Project Lyme's initiatives.

For more information, please visit us at www.lymediseasechallenge.org or www.projectlyme.org.