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Lyme Disease Challenge Take a Bite Out Of Lyme Disease Kicking Off May 1, 2018

FOR IMMEDIATE RELEASE

An international grassroots social media campaign to raise Lyme disease awareness during Lyme Awareness Month

Lyme disease is one of the fastest-growing infectious diseases in the country and has been described as a “tremendous health problem” by the Centers for Disease Control (CDC). The CDC estimates that there are approximately 329,000 new cases each year in the United States alone, with a significant percentage of patients suffering chronic symptoms long after standard antibiotic treatment. The ticks that transmit Lyme disease, a debilitating illness caused by a corkscrew shaped *Borrelia* bacteria, are spreading rapidly across the United States. A recent [study](#) shows that ticks capable of transmitting Lyme disease have advanced into nearly half of all the counties in the United States.

Lyme disease takes a "Big Bite" out of people's lives, families and finances. Indeed, those suffering from Lyme disease and co-infections are challenged in all aspects of diagnosis, treatment, and research funding. The purpose of the Take a Bite Out of Lyme Disease Challenge is to raise awareness and funds to improve diagnosis and treatment. All proceeds will go to [Project Lyme](#), a 501(c)(3) non-profit organization.

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!



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Florida attorney Melissa Bell, one of the Lyme Disease Challenge (LDC) organizers, states "it is time to write a new chapter in the story about Lyme disease - one where the facts are well known, diagnosis is accurate, and treatment is effective." Bell adds "we are excited to collaborate with Project Lyme in 2018 as we approach a tipping point in public awareness." "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.

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.