Mediaplanet and LG Team Up to Raise Asthma and Allergy Awareness

'Asthma and Allergies' campaign, which is available online, examines the current state of asthma and allergy research and offers tips on what people who suffer from these diseases can do to relieve their symptoms and improve their quality of life.

NEW YORK (PRWEB) June 17, 2019 -- Just in time to help conquer allergy season, Mediaplanet recently announced the launch of its cross-platform campaign “Asthma and Allergies.” Drawing on the expertise of industry leaders like LG Electronics, as well as healthcare providers and professionals, the campaign explores emerging trends and treatments related to allergies and asthma and offers tips and anecdotes on how the more than 50 million Americans living with these diseases can improve their quality of life.

In the print campaign’s cover story, Bethenny Frankel, a former cast member of The Real Housewives of New York, talks about her fish allergy and how a reaction hospitalized and nearly killed her. Now using her platform and condition to help others understand and manage their own allergies, she stresses how important it is to always carry an EpiPen and to take other precautions to prevent and/or protect against reactions. “It’s like locking the door so you don’t get robbed,” Frankel says of carrying an EpiPen. “I wasn’t locking the door, and then all of a sudden, I got robbed in the worst possible way. So now I’m locking the door.”

“Asthma and Allergies” also looks into the LG appliances that can help reduce in-home allergens, cutting down on your healthcare costs and stopping allergy and asthma flare-ups. When using their Allergiene Cycle™, LG washers can remove over 95 percent of common household allergens from you clothes. Their line of air purification products are also certified and can help reduce airborne allergens. “We’re a brand that's all about making life good,” says Gail Conroy, senior director of home appliance marketing at LG. “We want to make sure that our products really go that extra mile and provide added benefits to make consumers’ lives easier.”

The print component of “Asthma and Allergies” is distributed in USA Today with a circulation of approximately 250,000 and an estimated readership of 750,000 across the markets of Atlanta, New York, Los Angeles, Boston, Chicago, San Francisco, and the Carolinas. It will also be circulated at several asthma and allergy conferences throughout the year. You can view the digital version of the campaign at https://www.futureofpersonalhealth.com/campaign/asthma-and-allergies/.

This campaign was made possible with the support of Dr. Mehmet Oz, Bethenny Frankel, Sumita Khatri, and Tonya A. Winders, and the American Lung Association; American College of Allergy, Asthma and Immunology; American Academy of Asthma, Allergy and Immunology; Allergy & Asthma Network; ALK Pharmaceuticals; Aimmune Therapeutics; Cleveland Clinic; Food Allergy and Research Education (FARE); LG Electronics; WYND Technologies; End Allergies Together (EAT); Better Air; Medic Alert Foundation; and Sean N. Parker Center for Allergy and Asthma Research at Stanford University.

About Mediaplanet
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