



**FOR IMMEDIATE RELEASE**

**World Benzodiazepine Awareness Day (W-BAD)**

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**World Benzodiazepine Awareness Day (W-BAD) Celebrates Its Second Year And The Launch Of Its Official Website**

**About World Benzodiazepine Awareness Day (W-BAD):** World Benzodiazepine Awareness Day (W-BAD) is a grassroots victim-organized and led campaign that seeks to raise global awareness about the harms and dangers of prescribed benzodiazepines. Some objectives of the awareness campaign include:

- preventing would-be victims from harm
- spotlighting the change that is much-needed within the current system which has allowed for many decades the irresponsible prescribing (namely, long-term) of benzodiazepines and a total lack of informed consent given to patients prior to the initiation of benzodiazepine prescription resulting in sometimes severe iatrogenic (caused by medicine) injury, among many others.

**Worldwide:** Today, World Benzodiazepine Awareness Day (W-BAD) announced that they have launched their new official website, w-bad.org.

July 11, 2017 will mark W-BAD's second global awareness event, as the organization hosted its inaugural day on July 11, 2016. World Benzodiazepine Awareness Day is observed annually on July 11th in honor of Professor C. Heather Ashton, a retired clinical psychopharmacologist and leading authority on benzodiazepines out of England, as that day is her birthday.

The new website, w-bad.org, houses critical educational information for the general public and medical prescribers alike as well as campaign information for global activists, a section for victims to share their stories in writing or video, a press packet, among countless other educational and campaign tools. In preparation for the website launch and approaching official day of awareness, a talented graphic artist designed and donated an official "awareness ribbon" for the organization and a professional media production company donated an explainer video about the risks of taken-as-prescribed benzodiazepines.

W-BAD has a following of almost 1,300 people on Facebook, which will continue to grow. Future plans for w-bad.org include an international section in many different languages where organizers from all over the globe will come together in solidarity to raise awareness about prescribed benzodiazepine harms in their respective countries. A victim-run awareness campaign like this takes time to grow and have the intended impact, but the inaugural year was hugely successful with many participants from multiple countries sharing their stories of prescribed benzodiazepine harms and distributing educational information to the medical community and public. W-BAD hopes its second year is even more far-reaching and impactful.