



AMD Alliance International

CONNECTING THE WORLD TO BATTLE
THE #1 CAUSE OF VISION LOSS:

MACULAR DISEASE



Dear Friends



More than 500,000
people lose their
vision every year to
macular disease.
With your support
AMD Alliance
International can
change this.
- Don Curran

One evening in 1999, I sat on a plane, reading a book, when the print in front of me began fading, hour by hour. Devastated at the thought of what lay ahead, I began to understand it could be the last book I would ever read.

Sure enough, in the next two years my world turned upside down. Forced into early retirement, I couldn't see faces anymore, distinguish colours or enjoy scenes of daily life. I fell into a depression - the latest victim of the global epidemic called macular disease.

According to the World Health Organization, thirty million people worldwide have macular degeneration, a number that will skyrocket in the future, given the aging population.

Of course I did learn to read again using audio books. I received the best treatment available, and my vision, as bad as it was, has at least stabilized. I met others with macular disease, and that made things easier. I received support and learned how to do everyday things again. Gradually, I became filled with hope.

AMD Alliance International exists to share this hope worldwide as the only organization worldwide waging a strong, united battle against macular disease.

We are bringing greater awareness about this disease and its risk factors, so people can take steps to prevent blindness. We are advocating for sight saving treatments so everyone with

macular disease has the opportunity to preserve or even restore their vision. We exist so that no one hears "there is nothing more we can do" - when we know full well there are many ways to find support and enjoy living again. And your help is crucial.

We can no longer afford to wait while individuals go blind at vast cost to nations and society. Please read on and get to know us better. I hope your passion for this important cause grows ever larger.

We can't do it without you.

Don Curran
International Spokesperson
AMD Alliance International

My mother is 82 and has macular disease. I was very concerned about her until I found AMD ALLIANCE INTERNATIONAL. The help you have given me, and the depth and breadth of your website, is excellent. Your association has helped me and my mother connect to valuable information so we can better understand her condition. We are enormously reassured now, whereas before we were feeling very helpless. It is wonderful to know you are out there. Bravo! Keep up the good work! - Michelle Landry, Canada



AMD Alliance International

OUR MISSION

We are the only international organization dedicated exclusively to macular disease. With more than 60 members in 25 countries, we are comprised of prominent leaders in ophthalmology, vision rehabilitation, research, and patient and senior's advocacy.

Our Key Strategies:

- Launch aggressive awareness campaigns focused on at-risk populations and caregivers to promote the sight-saving importance of early detection and regular eye exams for those 50 and older.
- Demand that governments recognize and support macular disease as a health priority to ensure patient access to treatments and low vision rehabilitation.
- Provide help and hope to patients around the world.

**Bringing
knowledge,
hope and help**
to individuals and
families around the
world affected by AMD.

Our Achievements

With our broad global reach, and members across wide-ranging political, cultural and geographic spectrums, we play a major role in increasing awareness of macular degeneration around the world and influencing governments to recognize AMD as a health priority.

WE ADVOCATE FOR PATIENTS

- AMD Alliance mobilizes members around the world to help influence outcomes in many countries and regions to ensure patients have affordable access to the best treatments.
- The Alliance developed an in-depth Advocacy Tutorial to help member organizations launch their own successful campaigns.

WE HELP PATIENTS GET THE CARE THEY DESERVE

- AMD Alliance Members developed the Macular Disease Patient Charter, outlining the rights of people with macular disease.
- AMDAI encourages governments to embrace the charter and issue national declarations of support.
- Broad awareness campaigns are underway to get the word out about the charter to encourage patients to seek the care they deserve.

WE KEEP PATIENTS INFORMED

Through its global public education network, website in four languages (www.amdalliance.org), brochures,

newsletters and breaking news alerts, we are helping patients get the information and support they need.

WE ENLIST PROMINENT SCIENTIFIC ADVISORS

The Alliance has an impressive Scientific Advisory Panel comprised of independent, expert advisors to provide advice and information on AMD research, preventions, and treatments.

WE SUPPORT RESEARCH

We conduct landmark social research projects and widely distribute this research to governments and members.

WE BUILD CONSENSUS

AMDAI facilitates a global exchange of information between world-renowned leaders in ophthalmology, vision rehabilitation, research, and patient and senior's advocacy groups.



What is AMD

LEADING CAUSE OF BLINDNESS

AMD is an eye disease that causes loss of central vision, leaving only peripheral, or side, vision intact. AMD is the leading cause of blindness for people over 50 in the Western world. Early detection is crucial.

TYPES & DETECTION

Macular degeneration is often related to aging, thus the name age-related macular degeneration (AMD or ARMD). The two most common forms of AMD are dry and wet.



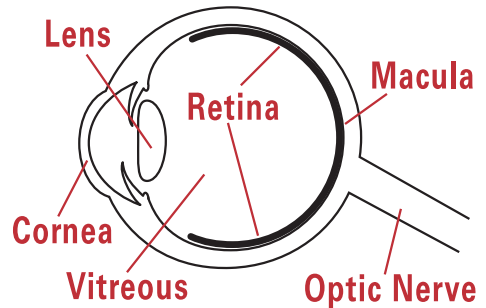
Dry AMD: This more common form, causes varying degrees of sight loss and is identified by the collection of yellow, fatty deposits called drusen in the macula (see diagram), the central part of the retina responsible for clear central vision.

Wet AMD: Occurs less often (10-15 percent of cases), but the chance for severe sight loss is much greater. It is characterized by the development of abnormal, leaky blood vessels in the macula. Scar tissue may form causing irreversible blind spots and in many cases leads to legal blindness.

TREATMENT

There is currently no cure for AMD although there are therapies available that can slow the disease or even restore vision. For dry AMD, taking a specific formulation of antioxidants and zinc may slow the progression of the disease. For wet AMD there are medical treatments available that can stop deterioration or even restore some lost vision. Visit www.amdalliance.org for further details.

Anatomy of the Eye



The macula is the area of the retina responsible for clear central vision.

Our Goals

GAIN YOUR SUPPORT

Millions around the world are losing their vision to macular disease and we expect that number to triple in the future. When you get involved with the Alliance, or support one of our member organizations, you are making a real difference for those living with AMD.

RAMP UP PRESSURE ON GOVERNMENTS

We need to ensure that governments, regulators, and policy makers around the world recognize AMD as a health priority and that patients have affordable access to the best treatments and low vision rehabilitation.

INCREASE RESEARCH

With recent treatments now available for AMD and more on the horizon, it is an exciting time in macular disease research. However, there is no cure for AMD and the effects of the disease can be devastating. We need to ensure that promising research continues so that one day, no one will face a world of darkness.

Hope, help...

FOSTER GLOBAL ALLIANCES

Our members are working everyday on behalf of patients: advocating for access to care, treatments and low vision rehabilitation; funding research for new treatments; and providing much-needed support for living with the disease. The AMD Alliance International will continue to lead the global AMD movement to improve the quality of life of people affected by macular disease and to facilitate international cooperation between concerned stakeholders to provide hope, help, and ultimately a cure to patients.

and a cure.



OUR AMD ALLIANCE GLOBAL TEAM

AMD Alliance International is governed by an international board of directors, steered by an executive committee, and guided by a panel of world-renowned scientific experts. See current list: www.amdalliance.org

AMD ALLIANCE INTERNATIONAL MEMBER COUNTRIES

Argentina	Germany	New Zealand
Australia	Hong Kong	Poland
Austria	India	South Africa
Belgium	Ireland	Spain
Brazil	Israel	Switzerland
Canada	Italy	Tunisia
Finland	Japan	United Kingdom
France	Netherlands	United States

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AMD ALLIANCE INTERNATIONAL The Global Voice of Low Vision