

Crohn's Advocate: Connect. Educate. Empower.™

The Crohn's Advocate™ program is a new support and advocacy program that takes a full 360 degree approach to connecting, educating and empowering the half a million Americans living with Crohn's disease. Through a team of inspiring advocates, forum events across the country, a free, quarterly magazine, and Web site, the program is designed to connect people on the same journey and break the stigmas associated with Crohn's disease. This comprehensive, educational program provides resources, guidance and support to people living with Crohn's disease.

The program is comprised of four key components:

- **Crohn's Advocate Team:** At the heart of the program is an inspiring team of advocates who are empowered individuals who share with others their personal journeys living with Crohn's
- **Crohn's Advocate Magazine:** A free, quarterly publication chronicling the journeys of people on the frontlines of Crohn's disease: those living with Crohn's, their healthcare providers, family and friends
- **Crohn's Advocate Forums:** Live, local educational symposiums where attendees hear from a leading gastroenterology expert, an Advocate who shares their personal journey with Crohn's, and receive supportive materials
- **CrohnsAdvocate.com:** A dynamic Web site which provides informative news about the program, venue-specific information for the local forums, and an opportunity to subscribe to the magazine and preview select articles

The program is supported and was created by biopharmaceutical company UCB after they spoke with many people living with Crohn's disease. UCB heard about what type of support services were needed to help improve life with the disease. People living with Crohn's expressed a need for a community with other patients, information and support related to health and well-being, and education and encouragement to address disease management and treatment options with their healthcare practitioner. The program's resources were developed with these needs in mind to help people with Crohn's feel connected, educated and empowered to live beyond the boundaries of the disease.

For more information about Crohn's Advocate, log on to CrohnsAdvocate.com

About Crohn's Disease

Crohn's disease is a chronic, progressive and debilitating inflammatory bowel disease that results in an inflammation of the gastrointestinal tract. Most Americans living with Crohn's often feel isolated and limit social activities because of the constant pain and fatigue they experience, as well as the fear of an immediate need to find a public restroom. Often the embarrassing nature of the disease forces those afflicted to battle Crohn's disease alone, as people find it difficult to share their experience with others.

About UCB

UCB, Brussels, Belgium (www.ucb.com) is a biopharmaceutical company dedicated to the research, development and commercialization of innovative medicines with a focus on the fields of central nervous system and immunology disorders. Employing approximately 10,000 people in over 40 countries, UCB produced revenue of 3.6 billion euro in 2008. UCB is listed on Euronext Brussels (symbol: UCB). U.S. headquarters is located in Atlanta, Ga.

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