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**September Is Menopause Awareness Month,
and NAMS Has 30 Days of Menopause Facts & Mythbusting in Store**

*“Fact-a-Day” Campaign Promises Treasure Trove
of Story Ideas on Menopause & Midlife Women’s Health*

CLEVELAND, OH (September 1, 2011)—Menopause Awareness Month starts today. What better way to mark the month than by sharing a fresh bit of insight each day on this natural state that 6,000 midlife US women enter into every day?

That’s precisely what The North American Menopause Society (NAMS) is doing. Starting today and continuing through September 30, NAMS will be sharing an “ah-ha” fact about menopause every day on its website home page, www.menopause.org, as well as on its Facebook page and Twitter account. The facts will also be compiled on a backgrounder menopause awareness page on the NAMS website.

While this “Fact-a-Day” campaign is targeted to midlife women who want to understand a bit more about the changes they may be experiencing or anticipating, it doubles as a great story source for reporters during this month focused on menopause. To that end, NAMS has enlisted several national menopause experts to field interview requests on each of the four broad subcategories into which our 30 daily facts are divided:

- **Menopause Basics**—Steven Goldstein, MD, FACOG, CCD, NCMP, New York University School of Medicine (and NAMS President for 2010-2011)
- **Menopause and General Health**— JoAnn Manson, MD, DrPH, NCMP, Harvard Medical School (and NAMS President-Elect for 2011-2012)
- **Menopause and Sex**—Jan Shifren, MD, NCMP, Harvard Medical School
- **Menopause Mythbusting**—Margery Gass, MD, NCMP, NAMS Executive Director

“Providing midlife women with science-based information on menopause is a cornerstone of the NAMS mission,” explains Dr. Gass. “And countering misinformation about menopause is also a significant part of that mission.

Promoting women’s health at midlife and beyond

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Menopause Awareness Month provides a great opportunity to answer some of the many questions that women and the media have in these areas. We're excited about the launch of this 'Fact-a-Day' campaign, as it's the first time we've prepared so much information for Menopause Awareness Month in such a sustained, coordinated way via our social media tools."

This year Menopause Awareness Month also holds a lot in store for healthcare professionals, as the 2011 NAMS Annual Meeting convenes September 21-24 in Washington, DC. The meeting program covers all aspects of menopause research and practice, from androgens to osteoporosis to hot flashes to reproductive aging. This year's speakers hail from all over North America as well as from Europe and Australia. For more on the NAMS Annual Meeting, check out the press kit at <http://www.menopause.org/meetings/presskit.aspx> and the scientific program at <http://www.menopause.org/meetings/sciprogram.pdf>.

To arrange interviews with any of the above-listed experts for Menopause Awareness Month, or to register to attend the NAMS Annual Meeting, contact Judy Cerne or Laura Lytle by phone (440-352-2081) or email (jcerne@mckinneyad.com or llytle@mckinneyad.com).

Founded in 1989, The North American Menopause Society (NAMS) is North America's leading nonprofit organization dedicated to promoting the health and quality of life of all women during midlife and beyond through an understanding of menopause and healthy aging. Its multidisciplinary membership of 2,000 leaders in the field—including clinical and basic science experts from medicine, nursing, sociology, psychology, nutrition, anthropology, epidemiology, pharmacy, and education—makes NAMS uniquely qualified to serve as the definitive resource for health professionals and the public for accurate, unbiased information about menopause and healthy aging.

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