

## Color The World



Supporters Unite Nov. 6 for Color the World Orange™ for CRPS/RSD Awareness  
New York, NY – Nov. 6, 2017

The fourth-annual Color The World Orange™, aimed at spreading awareness of complex regional pain syndrome (CRPS), also known as reflex sympathetic dystrophy (RSD), is Nov. 6, 2017. Held the first Monday of November, the event seeks to bring attention to this poorly understood pain disorder.

Across the globe supporters will wear orange and host events to spread awareness of CRPS/RSD, as well as raise funds to support research into this debilitating condition.

More than 100 buildings, bridges and landmarks in five countries have agreed to turn orange for Color The World Orange™, including the CN Tower in Toronto, the Story Bridge in Brisbane, Australia and the Trafalgar Square fountains in London. The Niagara Falls Illumination Board will also illuminate Niagara Falls orange for the event. There will even be Color The World Orange™ billboards in Times Square in New York.

In addition, more than 55 US and Canadian government officials have granted proclamations recognizing Color The World Orange™ or November as CRPS/RSD Awareness Month.

The easiest way to get involved is to wear orange and post a picture to social media with the hashtag: #CRPSORANGEDAY.

“Color The World Orange™ was started in 2014 to bring awareness to a debilitating pain condition that too few people know about or understand,” a Color The World Orange™ spokesperson said. “We hope this day, the fourth-annual Color The World Orange™, will allow all those affected by CRPS/RSD to join together and show the world that while we are in pain, we are strong.”

The third-annual Color The World Orange™ in 2016 was a huge success with 71 proclamations obtained from U.S. states and cities recognizing Color The World Orange™ and November as CRPS/RSD awareness month. Almost 50 buildings and landmarks around the

world were lit orange. One supporter ran the New York City Marathon and another ran the Chicago Marathon in honor of the event.

About Complex Regional Pain Syndrome:

CRPS/RSD is a chronic condition characterized by continuous, intense pain, often described as burning, that is out of proportion to the severity of the initial injury. For more information, please visit the National Institutes of Health's website: <https://www.ninds.nih.gov/Disorders/Patient-Caregiver-Education/Fact-Sheets/Complex-Regional-Pain-Syndrome-Fact-Sheet>

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