

For Immediate Release

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Program trailer: <http://www.fyinow.info/FYIRemote>

Just released TV Program, Headache: What Type Is Yours? offers hope to the more than 250 million US headache sufferers!

More than 90% of Americans suffer at least 1 headache a year. The question is: Which of the 14 major types of headache is it? The headache could be nothing more than tension-type headache, it could be migraine, which, according to the National Headache Foundation, is undiagnosed in half of the estimated 30 million persons who suffer from migraine, or it could be another type of headache, perhaps indicative of some underlying medical condition. These are some of the issues explored in a new program developed by FYInow, LLC in collaboration with the National Headache Foundation and two prominent headache experts. Since treatment of headache varies with the type of headache, the goal of the program “Headache: What Type Is Yours?” is to help people understand the different headache types so that they can better manage their headaches in consultation with their physician. Quotes from the program include:

- “Tension headaches have nothing to do with tension.”
- “The great irony of headache is the same medications we use to treat headaches and relieve the pain can become a cause of headache if they are overused.”
- “If someone’s headaches significantly interfere with life, they should seek medical care ... because there is a huge opportunity to improve quality of life.”

MORE

“Headache: What Type Is Yours?” is a half-hour video program that aired in June on PBS television sponsor station WGVU. General PBS airing will begin in the Fall 2007. The full program, which also includes fact sheets, brochures, a link to a database of headache specialists, and other resource materials, is available on the FYInow website. These resource materials supplement the video and answer further questions the viewer may have.

This program adheres to the FYInow mission: to provide easily understood, fair and balanced information via broadcast, VOD and DVD media that helps people take further action to improve their lives.

The program features two top medical experts, Dr. Richard Lipton, Professor and Vice Chair of Neurology at the Albert Einstein College of Medicine and Director of the Montefiore Headache Center at Montefiore Medical Center in New York, and Dr. Thomas Ward, Associate Professor of Medicine (Neurology) at the Dartmouth-Hitchcock Medical Center in Lebanon, New Hampshire. Patient interviews are also included.

The half hour TV program was distributed to US PBS television stations through the National Educational Telecommunications Association (NETA) on July 1, 2007. The program and resource materials that also include a headache diary and information about headache in children are available at www.fyinow.info.

For additional information:

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