

News Release

OCD-UK

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Sufferers Band Together

Sufferers from an anxiety disorder will be making a powerful fashion statement as part of their bid to raise awareness and about and beat their condition. Wristbands carrying the message 'Just a Thought?' are to be launched on May 12 by OCD-UK, the leading charity for people affected by Obsessive-Compulsive Disorder (OCD).

The charity's chief executive Ashley Fulwood is hoping that the current 'must have' accessory, designed in OCD-UK's distinctive orange, will become a huge hit. "The idea was suggested by a couple of our members because of the wristband craze sweeping the US and UK," Mr Fulwood said. "They were inspired by Lance Armstrong wearing his yellow 'livestrong' band to mark his battle against cancer during the Tour de France.

"They are part of our campaign to raise awareness of OCD and also of anxiety disorders generally."

The 'Just a Thought?' slogan was coined by OCD-UK member Michelle Dean, who said she hoped the wristbands would help sufferers and non-sufferers alike to understand the condition, which affects two to three per cent of the population. She said: "OCD is so misunderstood. Sufferers all know that what they worry about is just a thought, and I hope that wearing the band will remind them of that when they have a bad moment."

"But the question mark tells the story of OCD. People who don't have OCD can have a negative thought and put it away without question. For OCD sufferers, it may become an obsession, and that in turn can lead to their compulsions."

Mr Fulwood added: "Many of our members got involved with the project and between them they came up with suggestions for the wristband design, proving that OCD-UK really is a charity run by sufferers for sufferers!"

The wristbands can be purchased at the charity's website, www.ocduk.org, for £1.99 each with all proceeds going to the organisation.

Ends

Note to editors:

OCD-UK is a brand new national charity for people affected by obsessive-compulsive disorder. It aims to bring the facts about OCD to the UK public, and to support those who suffer in silence from this often debilitating anxiety disorder. For further information about the charity's work and OCD, call 0870 126 9506 or go to <http://www.ocduk.org>