

CONTACT: Sarah Ford  
E-MAIL: [sford@wfh.org](mailto:sford@wfh.org)

FOR IMMEDIATE RELEASE

## **Latest World Federation of Hemophilia video podcast launched at Hemophilia 2010 World Congress**

**(Buenos Aires, July 11, 2010):** The video podcast “Our Lives with Hemophilia: The Stories of Vaibhav and Paul” was launched today during the XXIX International Congress of the World Federation of Hemophilia, held in Buenos Aires.

This story features Paul Wilton, of London, Canada, and Vaibhav Nehra, of New Delhi, India. Through this video podcast, these young men, their families, and their care givers, provide insight into how they have dealt with hemophilia and what they expect of their future.

This is the third video podcast in the “Achieving Treatment for All: Hemophilia and Bleeding Disorders Educational Series”, which raises awareness about inherited bleeding disorders and global care.

“This video sends a positive message and shows that we are progressing towards improving care and treatment around the world,” said Dr. Alok Srivastava, WFH VP Communications and Public Policy. “While at the same time, it demonstrates that there is still a lot of work to be done.”

The video podcast “Our Lives with Hemophilia” was made possible with funding from Baxter Healthcare Corporation. It is available in English, in English with Spanish subtitles, and in an audio-only format.

To view all three video podcasts from this series, visit [www.wfh.org/TFAseries](http://www.wfh.org/TFAseries).

### **About hemophilia and other bleeding disorders**

Hemophilia, von Willebrand disease, and other factor deficiencies are lifelong bleeding disorders that prevent blood from clotting properly. People with bleeding disorders do not have enough of a particular clotting factor, a protein in blood that controls bleeding, or it does not work properly. The severity of a person's bleeding disorder usually depends on the amount of clotting factor that is missing or not working. People with hemophilia can experience uncontrolled internal bleeding that can result from a seemingly minor injury. Bleeding into joints and muscles causes severe pain and disability. Bleeding into major organs, such as the brain, can cause death.

### **About the World Federation of Hemophilia (WFH)**

The World Federation of Hemophilia is an international not-for-profit organization dedicated to improving the lives of people with hemophilia and related bleeding disorders. Established in 1963, it is a global network of patient organizations in 113 countries and has official recognition from the World Health Organization. Visit WFH online at [www.wfh.org](http://www.wfh.org).

###