



## Tim Gunn Hosts Addressing Psoriasis(TM) Fashion Show to Raise Awareness of Psoriasis

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### Eight Contest Winners Model Custom-Designed Outfits to Show that Moderate to Severe Plaque Psoriasis Does Not Impact Their Personal Style

NEW YORK, Sept. 2 /PRNewswire/ -- Today, Tim Gunn, television host and fashion consultant ("Project Runway," "Tim Gunn's Guide to Style") and chief creative officer of Liz Claiborne, Inc., is hosting the *Addressing Psoriasis(TM)* Fashion Show, sponsored by Amgen and Wyeth, in New York City. The fashion show recognizes people with moderate to severe plaque psoriasis who have not allowed the condition to inhibit their personal style. Winners of the *Addressing Psoriasis(TM)* contest are walking the runway in custom-designed outfits created by emerging talent from the Fashion Institute of Technology (FIT) to help raise public awareness of psoriasis.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/amgen/39934/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090902/NY69569>)

"Participating in the *Addressing Psoriasis(TM)* campaign and meeting these eight special people has been an honor," said Gunn. "They are an inspiration to the psoriasis community because they have proven that psoriasis does not need to stand in the way of personal style. I congratulate them all on their efforts to overcome the style challenges that this chronic medical condition can present."

The *Addressing Psoriasis(TM)* Fashion Show is the culmination of an awareness campaign designed to help people with plaque psoriasis get more information about managing their disease and feel more confident in their everyday style. The eight contest winners were selected from among hundreds of entries and were chosen based on the inspirational nature of their story about overcoming the challenges of living with moderate to severe plaque psoriasis and how it has impacted their personal style and the clothing they wear.

Since July, thousands of people from the general public - including those without psoriasis - have cast their votes to select the most inspirational story from among the eight winners. Today, Gunn is announcing that Cynthia McGowen of League City, Texas has been voted the most inspirational.

"Walking the runway in the *Addressing Psoriasis(TM)* Fashion Show has been so exciting. I am thrilled my story was voted as the most inspirational, although I truly believe that all of the winners had very inspiring stories to share," said Cynthia McGowen. "Once I learned more about my condition and how to manage it with the help of my dermatologist, I was able to see style as less of a challenge and more of a fun way to present myself to the world. I hope that others who live with this condition are able to take back their style too."

The winners' stories, as well as footage of the *Addressing Psoriasis(TM)* Fashion Show will be available on [www.addresspsoriasis.com](http://www.addresspsoriasis.com). The Web site also features useful resources about psoriasis - including links to the American Academy of Dermatology, National Psoriasis Foundation and Psoriasis Cure Now - and style tips from Gunn.

Psoriasis, which affects nearly 7 million Americans, is a chronic disease of the immune system that causes the skin cells to grow at an accelerated rate. Although there are several types of psoriasis, approximately 80 percent of psoriasis patients have plaque psoriasis, which causes itchy, red scaly patches which may be painful. People with psoriasis often experience feelings of self-consciousness and choose their clothing because of the appearance of their skin.

#### *About Addressing Psoriasis(TM)*

The *Addressing Psoriasis(TM)* campaign was developed to inspire people with plaque psoriasis to be confident and not allow the condition to inhibit their everyday style. *Addressing Psoriasis(TM)* is sponsored by Amgen and Wyeth with participation from the American Academy of Dermatology, the National Psoriasis Foundation and Psoriasis Cure Now. To learn more about *Addressing Psoriasis(TM)* and view Official Rules, visit [www.addresspsoriasis.com](http://www.addresspsoriasis.com).

#### *About Amgen and Wyeth*

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit [www.amgen.com](http://www.amgen.com).

Wyeth Pharmaceuticals, a division of Wyeth, has leading products in the areas of women's health care, infectious disease, gastrointestinal health, central nervous system, inflammation, transplantation, hemophilia, oncology, vaccines and nutritional products.

Wyeth is one of the world's largest research-driven pharmaceutical and health care products companies. It is a leader in the discovery, development, manufacturing and marketing of pharmaceuticals, vaccines, biotechnology products and non-prescription medicines that improve the quality of life for people worldwide. The Company's major divisions include Wyeth Pharmaceuticals, Wyeth Consumer Healthcare and Fort Dodge Animal Health. To learn more, visit [www.wyeth.com](http://www.wyeth.com).

#### *About American Academy of Dermatology*

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 16,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more

information, contact the Academy at 1-888-462-DERM (3376) or <http://www.aad.org>.

*About National Psoriasis Foundation*

The National Psoriasis Foundation is the world's largest nonprofit patient advocacy organization and the voice for millions of Americans who are affected by psoriasis and psoriatic arthritis. Our mission is to find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education. For more information, call the Psoriasis Foundation at 800-723-9166, or visit [www.psoriasis.org](http://www.psoriasis.org).

*About Psoriasis Cure Now*

Psoriasis Cure Now is a nonprofit organization fueled by a nationwide network of volunteers. Our focus is on accelerating the search for a cure by mobilizing people in support of increased research funding for psoriasis and psoriatic arthritis. We also work to educate psoriasis patients about their treatment options and the public about the seriousness of psoriasis. <http://www.psoriasis-cure-now.org>.

*About the Fashion Institute of Technology*

The Fashion Institute of Technology is a college of art and design, business and technology of the State University of New York with more than 40 majors, including Fashion Design. The Fashion Design degree program at FIT prepares students to excel and flourish in the fashion industry. The program's philosophy focuses on individual student development with an emphasis on professionalism. The learning environment broadens students' aesthetics, critical thinking and problem-solving skills. FIT's Fashion Design program leads to the Associate of Applied Sciences and Bachelor of Fine Arts degrees. <http://www.fitnyc.edu/html/dynamic.html>.

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