



3 October, 2013

For immediate release

Media invite:

Find out why dozens of families are getting 'Inspired by Albinism' this autumn

...but why the UK albinism charity feels people with the condition are still 'misunderstood and misrepresented'

INVITE: You are invited to send a reporter/photographer/film crew to the main reception of Ribby Hall Village, Lancashire, PR4 2PR (off junction 3 of the M55, near Blackpool), at 12 noon on Friday, 11 October, 2013 for a photo and interview opportunity

Contact: Mark Sanderson on email or by mobile phone to confirm attendance, or to arrange an interview on the day (or in advance).

This October sees the biggest gathering of people with a rare genetic condition, albinism, anywhere in the UK or the Republic of Ireland at Lancashire holiday park Ribby Hall Village.

Members of the Albinism Fellowship charity and their families are getting together between 11 – 14 October to share experiences, learn from professionals who help people overcome the challenges posed by albinism, and generally gain inspiration.

Despite the achievements of people with albinism, the condition is sometimes misunderstood in the mass media, with coverage frequently fixated on people with albinism's distinctive appearance.

Mark Sanderson, Chair of the Albinism Fellowship, said: "We're looking forward to an inspiring family conference this autumn, which should attract 150 people from all around the UK and the Republic of Ireland.

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“While there are many positive achievements to celebrate, the condition often gets a ‘bad press’, especially with major Hollywood films frequently choosing to cast people with albinism as the bad guys.

“These popular films, the most famous of which is the *Da Vinci Code*, can form an unfortunate link between someone’s appearance and their traits in the minds of the public.

“It is of course wrong to promote these kinds of misleading stereotypes, which cause misunderstanding, especially as there have been so many instances of them in recent years. People with albinism would much rather be judged for *who* they are and *what* they do rather than on their appearance, just as everyone else would be.”

Ends

Media contacts:

Mark Sanderson, Chair of the Albinism Fellowship

(Contacts provided with the media invite as issued)

Or – Andrew Bennett, PR advisor, at the Albinism Fellowship conference (**from 11 October onwards**)

Email: bennettwords@sky.com

Mobile phone: 07796 178346

The Albinism Fellowship: <http://www.albinism.org.uk>

Notes to editors:

What is albinism?

Albinism is a comparatively rare genetically inherited group of conditions which lead to a reduction or complete lack of pigment (colour) in the skin, hair and eyes of people living with the condition. This can result in pale skin which burns easily in the sun, virtually white hair, very severe short sight and photophobia (a severe sensitivity to light). Around 3,000 people are affected by it in the UK.

More information at: www.albinism.org.uk/about_albinism.php

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