



IN OBSERVANCE OF
WORLD OSTOMY DAY
17 October 2009



AND IN ASSOCIATION WITH THE
INTERNATIONAL OSTOMY ASSOCIATION
UOAA IS PLEASED TO ANNOUNCE:

UOAA, Jessica Grossman and **IDEAS**

(Intestinal Disease Education and Awareness Society at
<http://www.weneedideas.com/>)

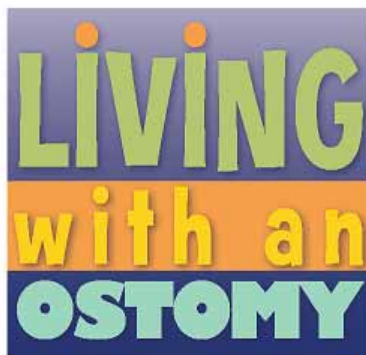
have joined forces to present “**UNCOVER OSTOMY**”

Please see the social media press release at

<http://jdocommunications.com/socialmediarelease.html>

There Jessica explains: “World Ostomy Day is a day we recognize the importance of ostomy surgeries as life-quality improvements for people suffering through terrible illnesses. I’ve had my ostomy for six years and every day I am thankful for how healthy I feel because of it. World Ostomy Day is the perfect time to show this publicly.”

The **UNCOVER OSTOMY** project is already creating online buzz, and is on its way to accomplishing its goal—to create meaningful positive dialogue about ostomies.



UOAA announces the web-release of “**LIVING with an Ostomy**”, a 17-minute video designed to help folks realize the great life that can be had with an ostomy ... 'realize' as in to know, and 'realize' as in to make it happen for themselves. A major goal of this project is to fight the stigma that has surrounded ostomy for much too long.

The video can be seen on the UOAA website at
http://www.uoaa.org/living_with_an_ostomy.shtml

UOAA’s affiliated support groups will be receiving the video in DVD format as well, to take to health care providers and facilities in their areas. There's catchy music, great camera work, interesting people and stories as they tell how they found their way forward to doing the things they love to do, with the ostomy that gave them their life back. Hikers and cyclists, surfers and spelunkers, golfers, nurses, even kids - all average folks with a drive to LIVE their lives. Watch ALL 17 minutes - you’ll miss a lot if you stop watching when the credits roll.