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### **PITUITARY WORLD NEWS ANNOUNCES NEW EXPANDED WEBSITE FOR ITS NEWS MAGAZINE**

SAN FRANCISCO - THURSDAY DECEMBER 1, 2016 - Pituitary World News, a nonprofit rare pituitary disease news and educational organization, announced today the deployment of an expanded website to service its growing reach into audiences interested in the many facets of pituitary disease.

Pituitary World News was launched in September 2014 by Dr. Lewis Blevins, a world leading neuro-endocrinologist and pituitary expert, and J D Faccinetti, a communications expert and a patient affected by acromegaly, a rare disorder of the pituitary gland affecting thousands of people in the USA and around the world. Pituitary World News was launched to vastly increase awareness of pituitary related illness and in doing so facilitate early diagnosis.

“The new web platform has an “advocacy zone” that encourages participation from patient groups and advocates, and provides tools and ideas to help patients and health care practitioners get the word out”, said J D Faccinetti.

The site has also added a section for Mental and Emotional Health information and support. “We are delighted to count Linda M. Rio, MA, Marriage & Family Therapist and author as a contributor. With Linda’s help we will be adding extensive content from other leading experts who can shed some light on the link between some pituitary disorders and mental illness, especially depression and anxiety disorders,” added Faccinetti.

“We have a unique platform to disseminate information, said Dr. Blevins. “In many ways, we are reframing the conversation by creating a network of highly informed professionals and people affected by pituitary disorders. The secret is access to information and dialogue”, he said.

Pituitary disease can go undiagnosed for decades and confused with a myriad of symptoms – like obesity, high blood pressure, diabetes, heart disease, weight gain, irritability, fatigue, colon polyps, sexual dysfunction, sleep apnea, headaches, visual loss, irregular periods in women, and many more. Physicians typically will treat the symptoms without focusing on the underlying causes.

Dr. Lewis S. Blevins, Jr. is the Medical Director of the California Center for Pituitary Disorders at the University of California San Francisco and Professor of Neurological Surgery and Medicine at UCSF. J D Faccinetti is president and CEO of IgniteThinking, LLC, a consumer insights, branding and marketing communication firm.