

News Release

Contact: J D Faccinetti
415-218-6547
jdf@ignitethinking.com

PITUITARY WORLD NEWS IS NOW A NONPROFIT PUBLIC BENEFIT CORPORATION

FOR IMMEDIATE RELEASE:

Sacramento - Monday, October 12, 2015 - [Pituitary World News](#), a rare pituitary disease educational organization, announced **today it has been certified by the State of California Secretary of State as a Nonprofit Public Benefit Corporation.**

Pituitary World News was launched in September 2014 by Lewis Blevins, 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 raise awareness of these very hard to detect rare disorders.

“Since our launch we’ve been learning how to best reach our audiences and effectively spread the word. Our first year’s reach effort was beyond our wildest expectation, but there’s lot’s more work to do and millions of people to educate. Now we will turn on the afterburners”, said Faccinetti. “We have a unique platform to disseminate information and our nonprofit status will be of tremendous help”, he added. “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.

“We think this is our best option to connect thought leaders to patients, creating access to critical expertise”. “We’re delighted to have made this move, said Dr. Blevins”. “We are continually reaching tens of thousands of people in the US and around the world who need information and support to manage their disease”, Blevins added.

[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 and [J D Faccinetti](#) is president and CEO of [IgniteThinking, LLC](#), a consumer insights, branding and marketing communication firm.