

## Recordati Rare Diseases announces the launch of #thisCushing, a global awareness campaign designed with award-winning photographer and internationally recognized endocrinologists

Milan – 8 April 2023 – In honor of Cushing’s Syndrome Awareness Day, April 8, Recordati Rare Diseases, a group of companies operating globally and dedicated entirely to serve patients suffering from rare diseases, launches #thisCushing, a global awareness campaign aiming to spread education on Cushing’s Syndrome. The campaign has been designed together with the award-winning photographer Stefano Schirato and Federico II University of Naples Full Professors of Endocrinology Annamaria Colao and Rosario Pivonello.

Cushing’s Syndrome is a rare endocrine disorder caused by a chronic exposure to excessive levels of cortisol affecting less than 1 in 10,000 people in the European Union, which is equivalent to fewer than 51,000 patients. The disease is associated with significant morbidity and mortality due to cardiovascular and metabolic complications. In addition to the physical features, psychiatric manifestations are also a significant part of the disease which drastically affect patients’ quality of life.

Under the scientific guidance of Prof. Annamaria Colao and Prof. Rosario Pivonello - internationally recognized experts in the field of pituitary endocrinological diseases - Recordati Rare Diseases reveals its global campaign via social media and a dedicated website ([www.thisisCushing.com](http://www.thisisCushing.com)) featuring the stories of people affected from this rare condition.

By capturing a moment in time of someone living with Cushing’ Syndrome, this campaign aims to make the viewer aware of the impact of this life-altering condition – and in turn, changing the way healthcare professionals, and society at large think, feel and act about this disease.

**According to Prof. Annamaria Colao and Prof. Rosario Pivonello from Federico II University of Naples,** *‘in medicine the scientific data is an important and standardized communication tool to better understand diseases. However, not always it is possible to get the sense of the real-life burden can have on people through this alone. Through these powerful images we have a real tool to tell the story of people living with Cushing’ Syndrome and shed a light on what it means to live with this disease everyday’.*

**Scott Pescatore, Executive Vice President at Recordati Rare Diseases says:** *“we are honored to launch this initiative to raise awareness on Cushing’ Syndrome. This campaign reminds us of the devastating impact of rare diseases and how proud we are at Recordati Rare Diseases to support this community and to focus on the few”.*

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### **About Cushing's Syndrome**

Cushing's Syndrome is a rare endocrine disorder caused by a chronic exposure to excessive levels of cortisol affecting less than 1 in 10,000 people in the European Union, which is equivalent to fewer than 51,000 patients. The disease is associated with significant morbidity and mortality due to cardiovascular and metabolic complications. In addition to the physical features, psychiatric manifestations are also a significant part of the disease which drastically affect patients' quality of life.

### **About Stefano Schirato**

Stefano Schirato is an award-winning photographer born in Bologna in 1974. He has been working as a freelance photographer with a keen focus on social themes for more than 20 years. He has led multiple projects in Russia, Eastern Europe, Africa and India collaborating with several associations and NGOs such as Emergency, Caritas Internationals. His work has been published on The New York Times, CNN, Newsweek Japan, Al-Jazeera, Le Figaro. He is ambassador of Leica and teaches photojournalism since 2014 in various institutions including the prestigious Leica Akademie Italy ([www.stefanoschirato.it](http://www.stefanoschirato.it)).

### **About Prof. Annamaria Colao, MD**

Annamaria Colao is a Full Professor of Endocrinology at Federico II University of Naples. With over 1100 publications (H-index 135), she has been included in the list of the hundred best Italian scientists in the world. Prof. Colao was appointed as the Italian Coordinator of the Endocrine Reference Network for the European Commission for Rare Diseases. She is Chair of the Excellence European Center for Neuroendocrine Tumors granted by the European Society of Neuroendocrine Tumors and the Excellence National Center for Obesity. Since 2019 he has held the role of Chairholder of the UNESCO Chair "Health Education and Sustainable Development" which promotes the health of the population by acting on cultural, nutritional, and environmental factors. In the same year, she was the first woman elected President of the SIE - Italian Society of Endocrinology since its foundation (1964). In 2020 she was the first woman to receive the Geoffrey Harris Award 2020, prize for the best neuroendocrinologist in Europe.

### **About Prof. Rosario Pivonello, MD**

Rosario Pivonello is a Full Professor of Endocrinology at the Federico II University of Naples. With over 400 publications, he has been included in the list of the best Italian scientists in the world. His major clinical interest and scientific research production include pituitary and adrenal diseases, with a focus on Cushing's Syndrome. He is principal investigator of international multicenter studies on Cushing's syndrome and adrenal diseases, and of national

research projects in endocrinology, funded by the Italian Ministry of University and Research (MIUR) and Italian Ministry of Health (MoH). Professor Pivonello is Staff the UNESCO Chair “Health Education and Sustainable Development”. He was member of the Executive Committee of the European Neuroendocrine Association (ENEA), the Italian Society of Endocrinology (SIE) and the Italian Society of Andrology and Sexual Medicine (SIAMS). In 2019, Professor Rosario Pivonello has been awarded the SIE Lifetime Achievement Award, in the field of endocrinology for studies on pituitary and adrenal glands and Cushing's syndrome intended for researcher under the age of 50.

### **About Recordati**

Recordati (Reuters RECI.MI, Bloomberg REC IM), established in 1926, is an international pharmaceutical group listed on the Italian Stock Exchange (ISIN IT 0003828271), with a total staff of more than 4,300, dedicated to the research, development, manufacturing and marketing of pharmaceuticals. Headquartered in Milan, Italy, Recordati has operations in Europe, Russia and other countries of the CIS, Ukraine, Turkey, North Africa, the United States, Canada, Mexico, some South American countries, Japan, Australia and New Zealand, China and South Korea. An efficient field force of medical representatives promotes a wide range of innovative pharmaceuticals, both proprietary and under licence, from a number of therapeutic areas, including a specialised business dedicated to rare diseases. Recordati is a partner of choice for new product licences for its territories. Recordati is committed to the research and development of new specialties with a focus on treatments for rare diseases. Consolidated revenue for 2022 was €1,853.3 million, operating income was €437.3 million and net income was €312.3 million. Further information: Recordati website: [www.recordati.it](http://www.recordati.it)

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