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MEDIA RELEASE

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Emphysema Foundation of America Introduces New Website and Branding

Newly designed website enables visitors and patients to better access and navigate Emphysema Foundation of America's digital information and resources

LOS ANGELES, CALIF., March 12, 2020 – [Emphysema Foundation of America \(EFA\)](#) today announced the launch of its brand new website to the general public. The new website gives visitors, including lung health patients, access to a plethora of information and resources on COPD and emphysema as well as EFA's mission, vision and history.

New features of the website include information sections for patients, doctors, and caregivers, upcoming events, and a forum for patients with lung diseases to connect and share stories. The website also features useful tools for patients that will help guide them in exercises to help them breathe easier, help them maintain their medication regimens, and engage in an online forum with other patients .

“Our new Emphysema Foundation of America website gives visitors the information and resources they need in an easily accessible and convenient format,” says Emphysema Foundation of America's President and CEO Marc Carrel. “EFA's primary goal is to be the go-to source for adult lung health and our updated website gives us the capacity to achieve this.”

The website was designed in keeping with EFA's mission and vision, incorporating responsive and clean design, easier access to services and resources, and improved functionality. “We welcome visitors to the website to take time getting comfortable and accustomed to the new sections and to utilize all the resources,” says Carrel.

The new design for the website was co-created by the company [Strategies 360](#) in conjunction with EFA. Strategies 360 is a strategic public affairs and communications firm, with specialty services in web concept and design, with offices across the United States. “Through our work

with the Emphysema Foundation of America, we have seen firsthand their dedication and commitment to lung health for all patients of COPD and emphysema,” says Areen Ibranossian, Strategies 360 Senior Vice President, Southern California. “We are proud to have worked with EFA on this important project and to help those in the greater lung health community.”

The new website will be refreshed and monitored regularly with updated resources, information, news and educational tools. Explore the website and learn more at <https://emphysema.org/>.

About Emphysema Foundation of America

Emphysema Foundation of America (EFA) is dedicated to fighting for every breath of those suffering with emphysema and chronic obstructive pulmonary disease (COPD). EFA was founded in 1979 in Los Angeles to “conduct and support activities for the prevention, treatment and curing of emphysema.” Its Mission is to increase awareness of emphysema and COPD, the fourth leading cause of death in the United States, and to conduct and support activities and research to prevent and treat those diseases. To learn more about EFA, visit <https://emphysema.org/>.

About Strategies 360

Strategies 360 is a strategic public affairs and communications firm, with specialty services in web concept and design, with offices across the United States. Headquartered in Seattle, WA., Strategies 360's calling is to drive lasting change as a full-service research, public affairs, and communications firm, bringing deep expertise, providing a full range of services, and promising sharp strategic thinking that gets results. To learn more about Strategies 360, visit <https://www.strategies360.com/>.

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