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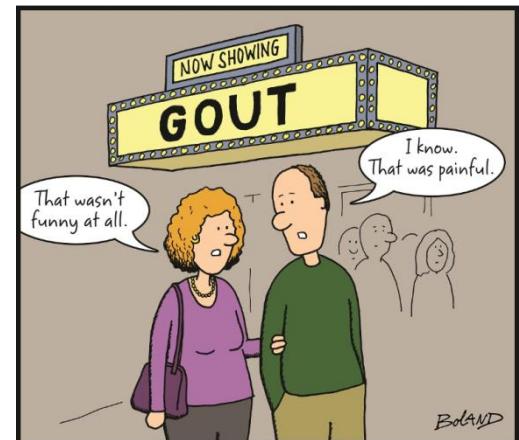
Gout & Uric Acid Education Society Takes Light-Hearted Approach to Raise Gout Awareness Through Series of Educational Cartoons

Comics by Shaun Boland to educate on severity of gout, dispel common myths and encourage proper diagnosis and treatment

PITTSBURGH, Sept. 17, 2013 – While gout is a very serious and extremely painful form of inflammatory arthritis, it is widely misunderstood – and often unjustly poked fun at – by the general public. To help raise awareness about the severity of gout, debunk common myths and encourage proper diagnosis and treatment, the Gout & Uric Acid Education Society (GUAES) is teaming up with cartoonist Shaun Boland to introduce a series of educational comics.

Now available, the first comic depicts a man and woman who have just seen the movie “Gout” and are commenting on their “painful” experience.

“The bottom line is that gout is not a laughing matter – and anyone who has had a gout attack can attest to that,” said N. Lawrence Edwards, M.D., Professor of Medicine, Rheumatology and Clinical Immunology, University of Florida, and Chairman and CEO of GUAES. “Gout can, in fact, be very crippling – but our research has shown that just one in five Americans thinks of gout as a ‘serious’ condition. We hope that by taking this light-hearted approach, we can really educate people about gout and make a difference in how it is perceived by the public.”



Supported by the Gout & Uric Acid Education Society. GoutEducation.org
Illustration by Bol's Eye Comics.

All comics will be made available through the GUAES website (gouteducation.org) and promoted through the organization’s Facebook ([Gout Education](https://www.facebook.com/GoutEducation)) and Twitter ([@GoutEducation](https://twitter.com/GoutEducation)) accounts. Medical professionals and gout sufferers are also encouraged to share these comics through their own social media efforts to help raise awareness and *Take a Stand on Gout*.

About the Gout & Uric Acid Education Society

Formed in September 2005, the Gout & Uric Acid Education Society offers complimentary educational materials for gout patients, caregivers, family members and health care providers. For more information about gout and the Gout & Uric Acid Education Society, visit www.gouteducation.org. Follow @GoutEducation on Twitter or “like” Gout Education on Facebook.

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