

KNOW THAT YOU ARE NOT ALONE IN YOUR FIGHT.

BE EDUCATED.



BE EMPOWERED.

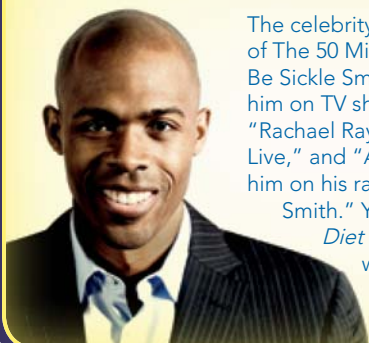
The Be Sickle Smart Empowerment Tour

The Be Sickle Smart Empowerment Tour includes local events where people in the sickle cell disease (SCD) community unite, learn, and raise awareness about serious health issues that affect them, including **iron overload** due to blood transfusions.

At Be Sickle Smart Empowerment Events, you can:

- Gain insight into how others live with SCD
- Learn about iron overload
- Get a free screening to see if you are at risk of iron overload
- Be creative and have fun
 - Your painting or drawing could win a spot and be featured in the 2011 SCD calendar
 - Share your poetry and rhymes about living with SCD
 - Participate in an SCD interactive game for all age groups
- Take home a free Be Sickle Smart tool kit signed for you by Dr. Ian Smith

Be there with Dr. Ian Smith



The celebrity medical and diet expert and creator of The 50 Million Pound Challenge is joining the Be Sickle Smart Empowerment Tour. You've seen him on TV shows like VH1's "Celebrity Fit Club," "Rachael Ray," "Today," "The View," "Larry King Live," and "Anderson Cooper 360" and heard him on his radio show "HealthWatch with Dr. Ian Smith." You've read his books, like *The 4 Day Diet* and *The Fat Smash Diet*. Now he wants to help you Be Sickle Smart.

**JOIN DR. IAN SMITH AT AN EMPOWERMENT
EVENT NEAR YOU AND BE SICKLE SMART!**

See reverse side for locations and dates.



AT ONE OF THE FOLLOWING EMPOWERMENT EVENTS

City	Potential areas providing free transportation	Date
St. Louis, MO	Kansas City, KS/Kansas City, MO	4/24
Fresno, CA	Oakland/San Francisco, Los Angeles, Sacramento	5/1
Detroit, MI	Lansing, Kalamazoo/Benton Harbor, Grand Rapids/Muskegon, Ann Arbor, Jackson, Flint, Pontiac, Saginaw	5/15
Memphis, TN	Jacksonville; Nashville; Jackson, MS; Little Rock, AR	5/22
Baton Rouge, LA	New Orleans, Monroe/Shreveport, Lake Charles/Alexandria/Lafayette	6/5
New York, NY (Queens)	Southern Connecticut (Bridgeport/New Haven); Northern NJ	6/19
Prattville, AL	Huntsville, Mobile, Montgomery, Selma	7/10
Chicago, IL	Gary, IN	7/17
Raleigh, NC	Charlotte; Fayetteville; Greensboro; Greenville; Jacksonville; Spartanburg, SC	7/31
Philadelphia, PA	Southern NJ; Baltimore, MD/ Washington, DC	8/14
Cleveland, OH	Cincinnati, Columbus, Dayton	9/11
Norfolk, VA	Richmond, Petersburg, Fredericksburg	9/18
Austin, TX	Houston, Dallas	10/9
Orlando, FL	Daytona, Ft. Lauderdale, Miami, Jacksonville, Tampa, St. Petersburg	10/23
Atlanta, GA	Columbus, Savannah	TBD

If you live in one of the surrounding areas of these cities, get in touch with your local Sickle Cell Disease Association of America chapter, which will provide free round-trip transportation to these events.*

SIGN UP NOW

to receive text messages from Dr. Ian Smith, including information about Be Sickle Smart events in your area. Text BSS and your ZIP code to 74139 (example: BSS90210).

Don't miss out! Be there and Be Sickle Smart!

For more details, visit besicklesmart.com.

*Transportation locations are subject to change and are not guaranteed.