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# ZLB Plasma

Press Release



**CONTACT:**

Sonya L. Williams

Senior Manager, Corporate Communications and Community Relations

865.769.1220

865.771.5452

## **ZLB Plasma Launches Nationwide Fundraiser Benefiting Immune Deficiency Foundation** *Raising Awareness of Primary Immune Diseases*

(Boca Raton, Florida) ZLB Plasma is launching a nationwide benefit to raise awareness of primary immunodeficiency diseases. The program is called “Blue Jeans for Healthy Genes” and has over 60 participating ZLB Plasma locations. Funds raised will be used for disease awareness, patient programs and further research.

According to Kathy Antilla, Director of Education and Volunteer Programs for the Immune Deficiency Foundation (IDF), “Blue Jeans for Healthy Genes’ has encouraged hundreds of men, women and children to wear their blue jeans in support of people affected by primary immune deficiency diseases (PIDD). I am pleased to announce that ZLB Plasma is participating in this fundraiser to raise awareness about PIDD.”

“Primary immune deficiency diseases are a group of relatively rare conditions caused by intrinsic or genetic defects in the immune system. The World Health Organization recognizes nearly 200 of these diseases that affect thousands of children and adults in the United States. Years ago, a diagnosis of PIDD meant extremely compromised lives, not just for the patients but also for their families. I am happy to say that today, with early diagnosis, many patients can live healthy, productive lives. One of the greatest challenges faced by individuals diagnosed with PIDD is finding the right information and resources when they need it. The IDF developed the ‘Blue Jeans for Healthy Genes’ fundraiser in 2004 to help build awareness and create more patient and family resources,” she explained.

ZLB Plasma Vice President, U.S. Plasma Operations, Craig Shelanskey added, “Our Company provides life-saving plasma that will be produced into therapies that treat immune disorders. In addition to providing therapies used by PID patients worldwide,

the Company is also committed to raise funds for the IDF. These funds are used by the IDF for their patient awareness and education endeavors.”

Employees, plasma donors and community members are being encouraged to donate funds to help support the IDF during the “Blue Jeans for Healthy Genes” fundraiser. The event will run September 1 – October 3, 2008.

For more information about contributing to the “Blue Jeans for Healthy Genes” fundraiser, please call 1-800-296-4433 or go to [www.primaryimmune.org](http://www.primaryimmune.org).

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### **About ZLB Plasma:**

ZLB Plasma is one of the largest collectors of human plasma in the world. As a leader in plasma collection, we are committed to excellence and innovation in everything we do. Our work ensures that tens of thousands of people are able to live normal, healthy lives.

We are a division of CSL Behring, a plasma biotherapies company, headquartered in King of Prussia, Pennsylvania. CSL Behring is committed to saving lives and improving the quality of life for people with rare and serious diseases.

CSL Behring is a subsidiary of CSL Limited, a biopharmaceutical company headquartered in Melbourne, Australia. Since listing as a public company in 1994, CSL has been a world leader in plasma therapeutics.

For more information, go to:

[www.zlbplasma.com](http://www.zlbplasma.com)

[www.cslbehring.com](http://www.cslbehring.com)

[www.csl.com.au](http://www.csl.com.au)

### **About the Immune Deficiency Foundation IDF:**

With knowledge and foresight from their personal experience, the IDF was founded by families of children with primary immunodeficiency diseases and their physicians to help meet those needs. It is with the spirit and energy of this keen perspective that IDF exists today, thriving as an organization dedicated to individuals living with primary immunodeficiencies.

Since 1980, IDF has provided accurate and timely information for the nearly quarter-million Americans who have been diagnosed with a primary immunodeficiency disease.

For more information, go to [www.primaryimmune.org](http://www.primaryimmune.org).