

WPBDF
433 State Avenue
Suite #4
Beaver, PA 15009



Contact Jessica Lee
Telephone 724-741-6160
Email jessica@wpbdf.org
Website wpbdf.org

FOR IMMEDIATE RELEASE

Bicentennial Tower to Light Red for Bleeding Disorders Awareness

Bicentennial Tower to Light Red for Bleeding Disorders Awareness Month and World Hemophilia Day

ERIE, Pennsylvania - March 18, 2026 - From March 10 through April 19, the Bicentennial Tower will be illuminated in red to mark Bleeding Disorders Awareness Month and World Hemophilia Day, highlighting the importance of awareness, early diagnosis, and community support for people living with bleeding disorders.

Bleeding Disorders Awareness Month is observed each March to increase public understanding of conditions such as hemophilia and von Willebrand disease (VWD). Awareness efforts will continue through World Hemophilia Day on April 17, 2026, when the global bleeding disorders community comes together to advocate for improved diagnosis, treatment, and equitable access to care. This year's theme, "Diagnosis: First Step to Care," highlights the importance of recognizing symptoms and obtaining an accurate diagnosis as early as possible.

The tower lighting is part of Light It Up Red, a worldwide initiative led by the World Federation of Hemophilia, which encourages landmarks across the globe to shine red in solidarity with the bleeding disorders community.

Recognizing the Signs

Bleeding disorders affect an estimated 30,000 to 33,000 people in the United States, though many remain undiagnosed. Symptoms can vary but often include:

- Frequent or prolonged nosebleeds
- Easy or unexplained bruising
- Prolonged bleeding from cuts, dental work, or injuries
- Heavy or prolonged menstrual bleeding
- Bleeding into joints or muscles
- Excessive bleeding after surgery or childbirth

The most common bleeding disorder is von Willebrand disease, affecting approximately 1 in 100 people. Those who want to learn if they may be at risk can take a free online risk assessment at www.betteryouknow.org.

Local Support and Resources

The Western Pennsylvania Bleeding Disorders Foundation (WPBDF) serves more than 1,300 individuals and families across 26 counties in Western Pennsylvania. The organization provides education, advocacy, financial assistance, and supportive programs to help those affected by bleeding disorders live healthy, empowered lives.

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Community members who recognize symptoms or have concerns about a possible bleeding disorder are encouraged to seek medical care and connect with WPBDF (www.wpbdf.org) for education, resources, and support.

Lighting the Bicentennial Tower red is a visible reminder that bleeding disorders are often hidden, but awareness, diagnosis, and access to care can change lives.

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WPBDF strives to enrich the lives of those with bleeding disorders in Western Pennsylvania and respond to the needs of the community in a dynamic environment. Membership is free for people with bleeding disorders. Because bleeding disorders impact nearly every area of our members lives, we strive to provide relevant and timely information about everything from raising affected children to dealing with financial stress to joint health and treatment concerns and much more.

For more information contact Jessica Lee, Development Director at 724.741.6160 or jessica@wpbdf.org.