



Any time is a good time to spread awareness for CTNNB1, but there are some special dates that you should be familiar with:

- February 28 (or 29) - Rare Disease Day
- April 25 - DNA Day
- July - Disability Pride Month
- July 25 - CTNNB1 Awareness Day
- Tuesday after Thanksgiving - Giving Tuesday

We suggest reaching out to your local media about a month in advance to give editors and reporters enough time to put together a story.

Who do I contact?

Whether for newspaper, television, or radio, you will need to contact an editor or reporter. Look for those in the categories Health, Lifestyle, or Features. Their contact information is usually listed on the website or you can call the main number to ask.

What should I say?

Email a pitch. You can use the template we have created [here](#). We recommend following up if you haven't gotten a response in a week or so.

Then what?

Be available to talk. Reporters and editors work on tight deadlines. Do your best to be flexible and prompt to connect with them according to their availability.