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Breath of Hope Foundation to Promote Asthma Awareness at Children's Festival Group Unveils Mascot, CodeBlew, to teach families what they can do to keep asthma away

Houston, Texas (April 5, 2010) - According to the Asthma and Allergy Foundation of America, asthma, the most common chronic condition among children, is the number one cause of school absenteeism. It accounts for more than 14 million total missed days of school. To combat these issues pediatric asthma organization, the Breath of Hope Foundation, Inc. (BOH) will be exhibiting at the 2010 Houston Children's Festival, with the hopes of educating families on the triggers, symptoms, and management of asthma.

"Each year Breath of Hope continues to advance its mission of increasing awareness of pediatric asthma by creating new educational initiatives and community outreach programs," said Dr. Gregory Brunson, Director of BOH. "Participating in the Houston Children's festival is the perfect event to educate people about this disease, because so many children attend each year, who either have asthma or have not yet been diagnosed, but are experiencing the symptoms."

BOH will also be unveiling its asthma-fighting super-hero, CodeBlew (BLEW), who serves as a spokesperson for the organization. BLEW, which stands for Breathing, Living, Everyday, Worry-Free, is an animated friend of BOH, created to help children better understand and combat asthma. He will interact with children and adults alike as they spin a game wheel for prizes and learn more about asthma prevention. For more information on BLEW visit www.codeblew.org.

In addition, BOH will be taking applications for their Family Sponsorship program. As part of the Family Sponsorship program, BOH commits to teaching family members of a child with severe asthma the steps needed to ensure he or she lives a normal life. This includes a home assessment, prescription and medical equipment assistance, a tailored diet and exercise plan and a membership to the local YMCA. The organization will also recommend changes to the child's classroom to provide a better learning environment. Families looking to get more assistance with managing asthma should stop by booth 101.

About The Breath of Hope Foundation

The Breath of Hope Foundation, Inc. (BOH) is a non-profit organization based in Houston, Texas, that is designed to educate at-risk children and their families about asthma prevention. BOH was established in 2001 by Dr. Gregory Brunson and Carl Crayton, Jr. who were both impacted by the disease as a result of witnessing two family members who suffered severe asthma outbreaks that prevented them from living normal lives. BOH has created several educational outreach programs, including What Have I Done to Keep Asthma Away, asthma super-fighting hero, CodeBlew and a family sponsorship program to help thousands learn more about this chronic disease. For more information, visit www.breathofhope.org.