

October 1st is World Urticaria Day (UDAY)

Global Networks Unite to Launch World Urticaria Day 2025 Campaign

Campaign Highlights Urgent Unmet Needs and the Vital Role of Clinical Trials

Berlin, 23rd June 2025 - The Urticaria Centers of Reference and Excellence (UCARE), the biggest network under the umbrella of **Global Allergy and Asthma Excellence Network**, in partnership with the **Global Allergy & Airways Patient Platform (GAAPP)**, today announced the launch of the 2025 World Urticaria Day (UDAY) awareness campaign. Held annually on October 1st, UDAY shines a spotlight on the challenges faced by people living with urticaria and champions progress through education, advocacy, and community engagement.

The theme of UDAY 2025 is "**Unmet Needs - The Path Forward for Urticaria**", underscoring the ongoing burden of the disease and the critical need for innovation in care. While existing treatments have helped many, a substantial number of patients continue to endure chronic itch, unpredictable flare-ups, poor sleep, and declining mental well-being. This year's campaign calls for more effective, accessible, and holistic treatment options, highlighting how clinical trials represent hope for those still seeking answers.

The campaign encourages participation worldwide through local awareness events and social media engagement using the hashtags **#UDAY2025** and **#UrticariaDay2025**. A refreshed campaign website, www.urticariaday.org, offers resources including educational materials, personal video stories, downloadable graphics, and a platform to register or find events globally.

"Despite medical advances, far too many people with urticaria continue to suffer in silence. With World Urticaria Day 2025, we are amplifying the voices of patients and emphasizing the critical role of clinical trials in developing better, more accessible treatments. It is only through research and global collaboration that we can close the gaps in care and truly change lives." - Prof. Dr. Torsten Zuberbier, President of the Global Allergy and Asthma Excellence Network and Director of the Institute of Allergology at Charité – Universitätsmedizin Berlin

Why This Campaign Matters

These key messages reflect the priorities of UDAY 2025 and guide our global effort to spotlight the lived experience of patients and the future of urticaria care:

- **Unmet Needs Remain** - Despite available treatments, many people with urticaria continue to experience symptoms that disrupt sleep, work, and emotional well-being.
- **Patient Voices Matter** - Real stories reveal the gaps in current care. Listening to those living with urticaria is essential for improving treatment and guiding research.
- **Gaps in Therapy** - Current therapies often fail to provide full relief or prevent flare-ups. New, more effective, and accessible treatments are urgently needed.

- **The True Impact** - Urticaria affects more than the skin. It interferes with daily routines, confidence, relationships, and overall mental health.
- **Research Drives Progress** - From surveys to clinical trials, every form of research helps build a more complete understanding of patient needs and improves care.
- **Clinical Trials = Hope** - Trials offer early access to emerging treatments and a chance to contribute to progress for others living with the condition.
- **Power in Community** - Patient support groups reduce isolation, share knowledge, and empower individuals to advocate for better care.

People around the world can support UDAY 2025 in many ways:

- **Share Your Story!** Record a 1-minute video about your experience with urticaria.
- **Use the hashtags #UDAYYourJourney #UnmetNeedInHives #UDAY2025** and tag us to help raise awareness and inspire others.
- **Support as a Physician** - encourage your patients to share their stories. Your guidance helps bring real-life challenges to light and strengthens our collective voice.
- **Organize or Join a UDAY Event** - make a difference by hosting or joining an event on October 1st. Submit your event at www.urticariaday.org to be included in the official global listing.
- **Use and Share UDAY Resources** - download our logo, graphics, and toolkit from the UDAY website. Feel free to translate, adapt, and post them on your own digital channels - every share helps spread the message further.
- **Spread the Word** - share your efforts on social media and on the UDAY website. Tag us so we can help amplify your voice. Follow us on [Facebook](#), [Instagram](#), [Tiktok](#), [LinkedIn](#), [X](#) and [YouTube](#), [Threads](#). Like, comment, and repost to grow the movement.
- **Advocate for Progress** - raise awareness about the unmet needs in urticaria care and the importance of clinical research. Let's work together toward better, more effective treatments.

"Together, we can make an impact by turning unheard stories into research priorities and unmet needs into progress. By taking action, whether through advocacy, storytelling, or participation, we move closer to a future where everyone affected by urticaria has access to effective, affordable, and inclusive care." - Kristen Willard, VP of Education at GAAPP and CU patient.

UDAY 2025 is organized by the [UCARE Network](#) and [Urticaria Network e.V. \(UNEV\)](#), [GAAPP](#) and is kindly supported among others by Novartis Pharmaceuticals.

About urticaria

Urticaria is a disease characterized by the sudden development of itchy pale red bumps on the skin.

These bumps (or wheals) can present in a variety of shapes and sizes and are often the result of an allergic reaction or infection. One in four people is affected by urticaria at some point in their lives. In most cases, it heals within a few weeks (acute urticaria), but in about one percent of the world population, the symptoms last longer and the disease becomes chronic. While urticaria can be physically debilitating and hard to treat, it is not just a physical disease and much of the impact on quality of life is related to mental health. It can cause significant distress or embarrassment for those affected and many people feel stigmatized.

About the UCARE Network

The Urticaria Centers of Reference and Excellence Network is the biggest and most active global consortium of urticariologists and urticaria centers with the common goal to improve the treatment of urticaria. It was established by the Global Allergy and Asthma Excellence Network, a consortium of leading international research centres specialized in allergic diseases, as part of a programme to support the development, interaction, and accreditation of centers of reference and excellence in special areas of allergy.

As of today, the UCARE network comprises of 200 centers in 50 countries. The focus of UCARE is on common diagnostic and treatment guidelines, research, education, and training activities for physicians and patients, but also on raising public awareness of urticaria. More information is available at www.ucare-network.com.

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