

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** “*Unmet Needs – The Path Forward for Urticaria*” highlights the persistent challenges patients face and the urgent need for innovation in care. While treatments exist, many still endure daily symptoms that affect their sleep, well-being, and quality of life. This year’s campaign advocates for more effective, accessible solutions and shines a light on the hope clinical trials offer to those still searching for answers.

Global participation is encouraged through local events and social media using **#UDAY2025** and **#UrticariaDay2025**. The updated website, www.urticariaday.org, features educational tools, personal stories, downloadable content, and a platform to register or explore events worldwide.

The campaign centers on real patient stories, the hidden emotional and physical toll of urticaria, and the gaps in current therapy. It calls for urgent progress through research, community support, and inclusive care that addresses the full impact of the disease.

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

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