



## HUNTER IN FOCUS:

### PE AND SHIRE TEAM UP TO SPREAD GLOBAL AWARENESS ABOUT HUNTER SYNDROME

Shire pharmaceuticals and Positive Exposure worked together to create a photo exhibit featuring the lives of nine different individuals with Hunter Syndrome. This exhibit appeared at New York City's Grand Central Terminal, in the streets of Warsaw, Poland and the Berlin train station. The exhibit will continue to grow and appear in countries around the world.

Founded in 1986, Shire enhances the lives of individuals with unmet medical needs and life-altering conditions by providing them with specialty biopharmaceuticals. Shire has offices in 29 countries and products in over 50 countries. The company's products help individuals with a diverse range of conditions, including Hunter Syndrome, Fabry Disease, ADHD, and ulcerative colitis. Shire's commitment to its patients inspires innovative approaches to treatment, as well as ongoing research and efforts to increase awareness about various medical conditions. Caroline Dabney, Product Manager of Commercial Operations at Shire, points out that Shire's desire to educate our global community about differences matches the overarching goal of Positive Exposure, which is to help others see the beauty in those living with genetic differences.

In early 2012, Shire teamed up with Positive Exposure to spread awareness about Hunter Syndrome through an exhibit entitled Hunter in Focus, which is the first global photography exhibit to address Hunter Syndrome. The exhibit realizes Positive Exposure's desire to integrate differences into our everyday conversations and to illuminate the beauty of diversity itself. "The aim is to raise disease awareness and let people know a little bit more about the personal stories, not just the diagnosis," Ms. Dabney says about the exhibit.

With support from Shire, Positive Exposure's Rick Guidotti conducted photo shoots in the US, Germany, and Poland. The exhibit includes photos and descriptions of nine people living with Hunter Syndrome. These striking images first appeared at Positive Exposure's annual benefit on October 18th, 2012. The following Friday, October 26th, the exhibit stood amongst the hustle and bustle of Grand Central Terminal in New York City. The initial reaction to the Grand Central Exhibit was phenomenal. In fact, you can read a reaction piece written by the mother of one of the individuals showcased in the Exhibit. [Link](#).

Since its New York debut, the Hunter in Focus exhibit has traveled internationally, continuing its mission to inspire conversations about difference, beauty, and acceptance. The exhibit was featured in an outdoor space in Warsaw, Poland, where it received approximately 800,000 visitors, and it later continued onto the Berlin train station. In the future, the exhibit will appear in public venues around the world and expand to include the stories of many other individuals living with Hunter Syndrome.



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