

PRESS RELEASE

William Frankland wins the Noon Award for a life dedicated to immunotherapy

Istanbul/Zurich – 12 June, 2011 – Dr William Frankland (UK) received the Noon Award during the EAACI Congress 2011. The Noon Award is dedicated to a scientist/doctor/researcher who has made an outstanding contribution to the field of “immunotherapy”.

In 1911, Leonard Noon, followed closely by John Freeman, published the first reports on allergen immunotherapy in *The Lancet*. One century later, **EAACI** is celebrating this pioneering work by developing different initiatives, in order to highlight the importance of this initial work, which has led to state-of-the art allergen immunotherapy.

One of these initiatives has been the presentation of the Noon Award to Dr William Frankland during the Opening Ceremony of the 30th EAACI Congress, which is taking place in Istanbul. Dr Frankland holds a special place in the history of allergy and immunotherapy as a pioneer in the development of immunotherapy. In 1946, he joined St Mary's Hospital in London and later worked with John Freeman, who, along with Noon, was another leader in immunotherapy. Dr Frankland took over Freeman's pollen farm and founded the St Mary's Allergy Clinic, treating thousands of patients every year. Together with Rosa Augustin, he undertook the first controlled clinical trial of immunotherapy. Dr Frankland also developed the concept of the pollen count, and through countless media interviews he continues to explain allergy to the public.

EAACI's key goal for the 100 year celebration in the immunotherapy field in 2011 is to gain greater attention of immunotherapy, to reach out to more doctors and to get more patients treated appropriately.

About EAACI :

EAACI - The European Academy of Allergy and Clinical Immunology is a non-profit organisation active in the field of allergic and immunologic diseases such as asthma, rhinitis, eczema, occupational allergy, food and drug allergy and anaphylaxis. EAACI was founded in 1956 in Florence and has become the largest medical association in Europe in the field of allergy and clinical immunology. It includes 6'500 members from 107 countries, as well as 41 National Allergy Societies.

Throughout 2011, EAACI will develop different activities to celebrate the 100th anniversary of immunotherapy in Allergy, which will aim at increasing the knowledge in this field among healthcare professionals, increase awareness in the general population, and finally, promote the availability of immunotherapy for allergic patients.



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