



Contact:
Geoffrey Hardee
(803) 414-4198
geoffrey@kinardee.com

February 23, 2016
For Immediate Release

**ATTORNEY WITH RARELY DIAGNOSED SYNDROME CYCLES
CROSS-COUNTRY TO RAISE MONEY, AWARENESS**

NEW YORK CITY (February 23, 2016) – Ari Diaconis is pedaling for a purpose, hoping to raise awareness and funds in support of those suffering from what is perhaps the most common disorder of which most people have never heard.

Next month, Diaconis and his sister, Alix, will embark on a 3,000-mile, cross-country journey they’re calling The Pedal for POTS. “POTS” is an acronym for “postural orthostatic tachycardia syndrome,” a chronic dysfunction of the involuntary nervous system, which regulates adequate blood delivery to the brain and other organs. The interruption of this blood flow can cause migraines, fainting, extreme fatigue, cognitive impairment, blurred vision, rapid heart rate and various gastrointestinal problems.

POTS affects at least 1 million Americans, primarily young women, according to Dysautonomia International, a nonprofit dedicated to identifying causes and cures for POTS and related disorders. Medications are typically ineffective, and patients are routinely misdiagnosed with chronic fatigue syndrome or anxiety. Approximately 25 percent of those afflicted are disabled and cannot work. “The illness in a full-blown state can destroy the life of a person,” says Dr. Blair P. Grubb of The University of Toledo Medical Center and Dysautonomia International Medical Advisory Board member.

Diaconis, a 31-year-old attorney from Brooklyn, New York, suffers from POTS and has had to temporarily place his practice on hold due to health barriers, including difficulty reading. POTS affects patients differently, and given that he remains athletic, Diaconis says he’s determined to raise awareness as well as money for the Dysautonomia International POTS Research Fund. He is also hoping that intensive cardiovascular exercise will reduce his POTS symptoms, as is known to occur in some instances.

“I’m fortunate that POTS doesn’t affect my ability to exercise,” he said. “I’m riding for

those POTS patients who are physically unable to live active lifestyles.”

The brother and sister are kicking off their trek in Tallahassee, Florida, on March 3. From there, they will bike westward through a half-dozen cities before finishing their two-and-a-half-month-long journey in San Diego, California, around May 15.

For more information on the trip, including a video from Ari and Alix, visit www.ThePedalForPOTS.com. Cities on the tour include:

- _ Tallahassee, Florida
- _ Mobile, Alabama
- _ Baton Rouge, Louisiana
- _ Austin, Texas
- _ El Paso, Texas
- _ Las Cruces, New Mexico
- _ Phoenix, Arizona
- _ San Diego, California

###

The Pedal For POTS is proud to be raising funds for Dysautonomia International. Dysautonomia International is a 501(c)(3) nonprofit dedicated to identifying the causes and cures for POTS and related disorders and to enhancing the quality-of-life of people currently living with these illnesses. For many POTS patients, Dysautonomia International is a primary source of information on all things POTS, including doctor referrals, the latest POTS research and important fundraising events. Dysautonomia International has funded numerous POTS research projects and is leading the charge in the search for a cure.

www.dysautonomiainternational.org/POTS

DYSAUTONOMIA INTERNATIONAL



AWARENESS



ADVOCACY



ADVANCEMENT