

## Sanofi launches *It's Possible* YouTube series for young haemophilia community

*It's Possible* aims to tackle the everyday barriers faced by people with haemophilia

Launch timed for Bleeding Disorders Awareness Week (10<sup>th</sup>-17<sup>th</sup> October)

**Sydney – 13<sup>th</sup> October 2021** – Sanofi has launched a new YouTube content series to engage young people diagnosed with haemophilia on the day-to-day of living with a rare blood disorder.

*It's Possible* is presented by 28-year-old Tim Demos who was diagnosed with severe haemophilia A as a child and has overcome many of the personal challenges that come with the rare bleeding disorder. Over the coming months, Tim will meet and interview a range of people, including health experts and others living with haemophilia, to share honest, raw, and personal accounts of what it is like growing up and living with the condition.

“It’s not easy growing up with haemophilia. I personally had a tough time, especially as a teenager, because you are treated differently by your friends and you have to avoid certain activities that can have a knock-on effect with your friendships,” said Tim.

“I hope through sharing some of my experiences and talking to the experts, *It's Possible* will give young people and the broader haemophilia community a down-to-earth guide to help them live a full and positive life.”

The first *It's Possible* videos have been posted to coincide with Bleeding Disorders Awareness Week. In one video, Tim and his mum speak candidly about their individual experiences – what it was like for Tim growing up, and how his mum coped and supported him through that time.

Haemophilia is a rare genetic blood disorder that has been diagnosed in over 2,800 Australians.<sup>1</sup> Haemophilia is often diagnosed in childhood<sup>2,3</sup> and, despite the availability of treatment options, long-term complications can develop in up to 90 percent of severe haemophilia patients before the age of 25.<sup>4</sup>

Fiona Clark, General Manager of Sanofi Genzyme ANZ, welcomed the new campaign. “We want to support the haemophilia community by providing insightful content and personal experiences that will encourage appropriate management of this rare bleeding disorder. Tim is a fantastic example of someone who has made the conscious decision to manage his haemophilia in a way that allows him to lead a productive and healthy life.”

*It's Possible* will be an ongoing [YouTube content series posted by Sanofi Australia & New Zealand](#).

## About Sanofi

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

Sanofi, Empowering Life

## Media Relations Contact

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