

Dear (Insert),

What started out as an itch during pregnancy almost meant the death of my baby.

And I never knew what was happening until I was (# of weeks) pregnant and began to itch so severely that (insert short details about what caused you to think the itch was not normal).

My baby's life was at risk due to a little known condition called Intrahepatic Cholestasis of Pregnancy (ICP). Up to 2 pregnant women out of every 1000 in this country is diagnosed with ICP. Latina populations, women carrying multiples and women who have had IVF treatment appear to have a higher risk.

If left untreated, ICP complications include fetal distress, meconium staining, maternal hemorrhaging, and if untreated the most concerning risk is stillbirth.

I'm writing to you to share my story in hopes that you will join my efforts to raise awareness about Intrahepatic Cholestasis of Pregnancy (ICP) during for June ICP Awareness month with awareness day of June 10.

I'm working with the nonprofit organization *ICP Care* and, together, I know we can make a difference.

When I first was diagnosed ICP, I expected to learn that it was another typical inconvenience brought on by pregnancy hormones. It was devastating to learn that not only was it serious, but that the life of my unborn child was at risk.

And remember, this all started for me with an itch.

Here's the good news...

With proper treatment and management, the risks can be reduced, resulting in the safe arrival of ICP babies. That's why I am asking for your help to spread the word about Intrahepatic Cholestasis of Pregnancy (ICP). You can raise awareness just by featuring ICP symptoms and treatment or covering our event.

Together, we can save babies lives.

Let's discuss how you can help me make a difference in this cause. My contact information is below. In the meantime, to learn more about ICP Care please visit www.icpcare.org. ICP Care can also be found on Facebook, Twitter, Pinterest, and Instagram.

Thank you for your support,

(Name)

Email: xxxx@xxxxxx.xxx

Home Phone: [XXX-XXX-XXXX](tel:XXX-XXX-XXXX)

Mobile Phone: [XXX-XXX-XXXX](tel:XXX-XXX-XXXX)

Sincerely,

(Your name)