

Everyday Health Examines Link Between Heat and Multiple Sclerosis

MS Online Center Includes Comprehensive Content and Tools for People Living with MS Led by Dr. Sanjay Gupta

New York, NY, August 19, 2014 – With summer in full swing, Everyday Health, the leading digital health and wellness company, examines the link between heat and multiple sclerosis (MS). Studies show there is a connection between temperature and temporary worsening symptoms of MS, including cognitive performance, pain, and fatigue. As such, people with MS need to take extra precautions to stay cool and hydrated in the summer heat.

At a time when MS symptoms may be at their worst, Everyday Health makes it easy for patients and their loved ones to access tools and information about living with the condition. Content includes multimedia information on the connection between heat and MS and practical tips about how to minimize exposure to heat, such as scheduling exercise or other activities like gardening early or late in the day; wearing light clothing and breathable fabrics; and considering using cooling devices like cooling vests, portable fans, and spray mist bottles to bring body temperature down when it's hot outside.

More than 2 million people worldwide, including some 400,000 Americans, live with MS, a disease of the central nervous system resulting in a range of physical and mental symptoms. The MS online resource center, featuring neurosurgeon Dr. Sanjay Gupta, contains videos and medically-reviewed articles aimed at empowering MS patients and caregivers to live their best lives, including content that addresses MS news around heat and other topics.

Dr. Gupta covers a broad range of MS news and management strategies, including a weighted vest that helps restore balance for some patients, and inspiring patient stories of a self-professed “wheelchair kamikaze” and a filmmaker chronicling his own MS journey.

“The scope and depth of tools and resources available for MS sufferers and their loved ones via this online center is impressive,” explained Dr. Sanjay Gupta. “We make sure our community has access to the information, tools, and support they need to be inspired and empowered to live, every day, with their condition.”

About Everyday Health, Inc.

Everyday Health, Inc. is a leading provider of digital health and wellness solutions. Everyday Health attracts a large and engaged audience of consumers and healthcare professionals to its premier health and wellness properties, and utilizes its data and analytics expertise to deliver highly personalized content experiences and efficient and effective marketing and engagement solutions. Everyday Health enables consumers to manage their daily health and wellness needs, healthcare professionals to stay informed and make better decisions for their patients, and marketers, health payors and providers to communicate and engage with consumers and healthcare professionals to drive better health outcomes. Everyday Health's content and solutions are delivered through multiple channels, including desktop, mobile web, and mobile phone and tablet applications, as well as video and social media.

Media inquiries please contact:

Kim Fox
Everyday Health
646-728-9777
kfox@everydayhealthinc.com

Traci Tournoux
Green Room PR
201-213-2344
traci@greenroompr.com