



*Announcing
Sasha Scores for Kids with Eczema*

Join the team to help children with this disease!

Over 30 million Americans - many of them children - suffer from a skin disease called eczema.

Sasha Scores for Kids with Eczema, launched with the [National Eczema Association](#) (800/818-7546), is a campaign to raise awareness and funds to support this cause. The first 100 donors (\$25 and over) receive an autographed photo of Sasha. [Donate now!](#)

Sasha became aware of how severe eczema can be through three year old Lakers superfan Jarrett.

At three months old, Jarrett was diagnosed with eczema. Because of the discomfort and itch, Jarrett scratched his skin so much that it bled. As Jarrett got older, he became somewhat resistant to the skin treatments he had to follow. His parents tried several different coping mechanisms to keep his mind off scratching and create distractions while applying ointments and medicine. Jarrett's father Eric, says that when Jarrett was two, he began showing interest in the LA Lakers, so they created routines for Jarrett's treatment revolving around his favorite basketball team.

Jarrett uses his *Sasha Soap*, *Kobe Cream*, and *Lamar Lotion* to help cope with the arduous skin regime he must follow. Jarrett has endeared himself to the entire Lakers team by memorizing all their names, and jersey numbers, and by being what has to be their most adorable fan.

Sasha is committed to raising awareness and providing support for children with eczema, and asks for your support. Together, through **Sasha Scores for Kids Eczema**, we can make a difference. Please give generously to this worthy cause – and, remember, the first 100 donors (\$25 and over) will receive an autographed photo!

The [National Eczema Association](#) (800/818-7546) works to improve the health and quality of life of people with eczema through research, support, and awareness. The National Eczema Association is a 501(c)(3) nonprofit organization, and all donations are tax-deductible.

The **National Eczema Association Patient Conference** – held in Chicago, August 5-8, 2010 – features a **Kids Camp**, which supports children by nurturing their self-esteem. Camp activities are carefully planned for kids ages 5 to 12 and teens ages 13 to 17. Creative arts, activities, and a field trip are interspersed throughout the weekend as part of this program.