

Children With ADHD: Honoring Courage and Creativity

Call Toll-Free 1-866-DRAW-ADHD for Official Entry Form and Rules Packet for National Artwork Contest

(NAPSA)—Bobby has attention deficit/hyperactivity disorder (ADHD). Tasks most of his fourth grade friends take for granted, such as concentrating on homework and paying attention to the teacher, are very challenging for him. Sometimes he even has a hard time enjoying his favorite activities, drawing and painting, because he can't focus. With treatment and support, however, he has made great strides in coping with ADHD; his schoolwork has improved, and so has his artwork.

Do you know a child like Bobby? Very often the children who have the hardest time paying attention in class are the most creative, but often don't get the recognition they deserve.

The Many Colors of ADHD, a new national artwork contest, is giving children ages six to 16 with ADHD the opportunity to express their feelings about how the disorder affects their lives through artwork, short essays, or poems. Fifteen winning entries will be published in a special 2002-2003 calendar, which will be distributed in schools, doctors' offices, and homes across the country. Each winner also will receive a \$1,000 gift certificate. To enter *The Many Colors of ADHD* calendar contest, parents and guardians should call toll-free 1-866-DRAW-ADHD for an official entry form, rules packet and information on where to send submissions. The first 500 callers will receive a complimentary set of art supplies to help them start their project.

"ADHD poses serious challenges to the millions of schoolchildren who suffer from the dis-



A new calendar will highlight the courage and creativity of kids with ADHD.

order," said Dr. Judy Robinson, executive director of the National Association of School Nurses. "But we find that when ADHD is properly diagnosed and treated, many children show amazing courage and creativity in overcoming their difficulties. *The Many Colors of ADHD* calendar contest honors these kids and gives them an opportunity to shine."

Sponsored by Shire US, an ADHD support company and maker of an ADHD medication, the calendar contest is designed to improve public knowledge about this widespread, but sometimes misunderstood, disorder as well as highlight the creative spirit that many children with the disorder have. In addition to the winning contributions, the calendar will include facts about ADHD and its treatment, and information on resources for managing the disorder at home and in the classroom. The calendar will be printed and made available for distribution in September 2002, in time for the start of the 2002-2003 school year.

"Shire has long been dedicated to serving the ADHD community," said Bill Neurge, Chief Executive

Officer of Shire US. "*The Many Colors of ADHD* calendar contest builds on our commitment to providing education and support programs to those affected by this disorder. We are especially excited about this contest because it will let the creative voices of children with ADHD be heard."

The Many Colors of ADHD calendar contest is open to children with ADHD between the ages of six and 16. Submissions will be accepted through January 2002. In addition to the 15 winning entries, 30 children will receive honorable mention. No purchase necessary. Void where prohibited by law. Employees of Shire US and their families are not eligible to enter. If your child, or a child you know, would like to participate, parents and guardians should call toll-free 1-866-DRAW-ADHD.

ADHD is the most common psychiatric disorder among children, affecting 3 to 5 percent of school-age boys and girls. In recent years, scientists and physicians have made significant strides in understanding and managing ADHD. Combination therapy, including both medication and intensive behavioral therapy that are tailored to the specific needs of a child, currently is the standard for treatment of ADHD. In fact, a recent major clinical trial, the largest ever conducted by the National Institute of Mental Health, found that treatments that include a combination of intensive behavioral therapy and carefully monitored medication were significantly more effective than non-medication therapies at reducing the symptoms of ADHD.