



## Our Story

Upon recognizing the great need to raise awareness and research funds for Narcolepsy, Monica and David Gow teamed up with Kevin Cosgrove to establish Wake Up Narcolepsy, Inc. in 2008. Wake Up Narcolepsy (WUN) has quickly become a national leader for Narcolepsy advocacy, as it is dedicated to funding research into the causes, prevention, treatments and a cure while increasing education and understanding amongst the public. Every year, Wake Up Narcolepsy hosts various awareness-driven events and makes substantial contributions to cutting-edge Narcolepsy research.

## How We Accomplish Our Mission

- + Providing funding to accelerate a cure for Narcolepsy
- + Increasing awareness of Narcolepsy
- + Decreasing time-lapse from symptom onset to proper diagnosis
- + Providing supportive resources for people with Narcolepsy and their families



**Wake Up Narcolepsy (WUN)** is a 501(c)(3) nonprofit organization dedicated to driving awareness, education and research towards improved treatments and a cure.

### Connect

**FACEBOOK** Wake Up Narcolepsy

**TWITTER** @WakeNarcolepsy

**INSTAGRAM** WakeUpNarcolepsy

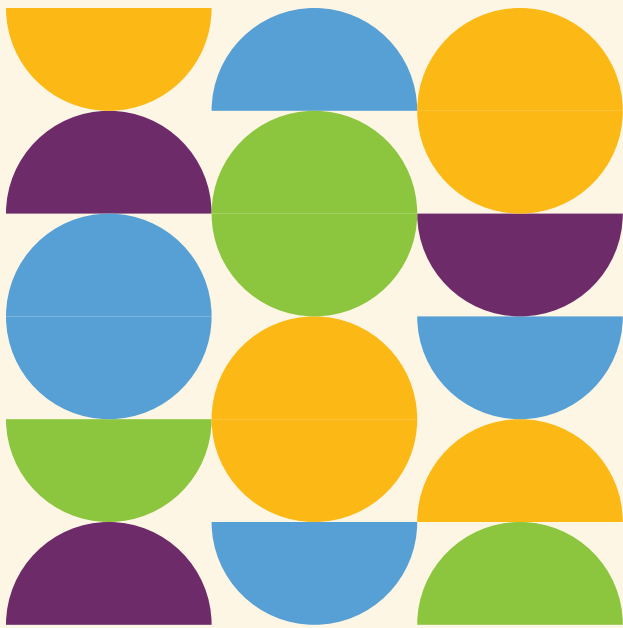
**LINKEDIN** Wake Up Narcolepsy

**YOUTUBE** WakeUpNarcolepsy

**TIKTOK** WakeUpNarcolepsy

[wakeupnarcolepsy.org](http://wakeupnarcolepsy.org)





## About Narcolepsy

Narcolepsy is a lifelong disorder of the central nervous system, characterized by the brain's inability to control sleep-wake cycles.

Narcolepsy affects **1 in every 2,000** people in US & Europe.

**There are two types of Narcolepsy:**  
Narcolepsy with Cataplexy (Type 1) and  
Narcolepsy without Cataplexy (Type 2).

### Main symptoms include:

- + Excessive Daytime Sleepiness (EDS)
- + Sleep Paralysis
- + Sleep Disruption (Fragmented Sleep)
- + Cataplexy: Brief, emotionally-triggered episodes of muscle weakness
- + Hypnagogic & Hypnopompic Hallucinations

## Research

- + Over \$1.35 million donated to Narcolepsy research since inception in 2008
- + Maintain up-to-date list of clinical trial and research study opportunities for community
- + Provide research summaries of the impact of our funding
- + Share relevant articles about news in the sleep space

## Awareness & Education

### We believe these go hand-in-hand.

- + Brown Bag Webinars with experts in Narcolepsy
- + Easy-to-share graphics like Narcolepsy 101, What Does That Mean?
- + Awareness campaigns for Sleep Awareness Week, Rare Disease Day & World Narcolepsy Day
- + Relevant partnerships to reach new audiences (Column in SleepWorld Magazine to reach sleep providers)
- + Instagram Live Q&A's increasing positive representation of people with Narcolepsy
- + Supporting community fundraisers benefiting WUN (birthday fundraisers, etc.)

## Events

- + Annual National Summit
- + Family Weekend for kids/teens with Narcolepsy
- + Online support groups
- + Patient advocacy events in local communities such as WUN Town Halls and fundraising walks

People with Narcolepsy have been living in the shadows. It's time to step into the light.

