

## **Purdue Students Raise Awareness for Young Boy who cannot feel Pain.**

West Lafayette, IN - *March 19, 2007* - Three Purdue students have designed and executed a promotion campaign with the goal of raising money and awareness for Roberto. Roberto is a young boy with a rare genetic disorder preventing him from feeling pain or regulating his body temperature. Help Roberto, located at <http://www.helproberto.com>, is the website and identity for his campaign.

Roberto has Congenital Insensitivity to Pain with Anhidrosis (CIPA). CIPA is very rare, only 17 other people in the United States share this disorder. A person with CIPA suffers from a lack of pain sensation and an inability to regulate the body's temperature. Most people with CIPA die by age three due to overheating. Roberto is 5 years old and has also been diagnosed with hyperactivity, which with CIPA is a deadly combination.

The Help Roberto website is the center of the promotional campaign. The website provides information about Roberto, CIPA, as well as methods for site visitors to spread the word themselves. According to Andrew Eberwine, senior in the College of Technology, "The backbone of our project is getting people to talk about Roberto, we make it easy for visitors to share videos and other information on youtube, myspace, and other social websites." The student's promotion campaign is unique in that the primary focus is on the Internet and an online word-of-mouth strategy. Max Page, another member states, "We're seeding many different areas of the internet with the hope that people will go to the site to learn about Roberto, and end up telling their friends because his is such a rare and interesting situation." Beyond awareness, a goal of the Help Roberto promotion campaign is to raise money to install a therapeutic exercise pool for Roberto. According to Susan, Roberto's mother, "The pool will allow Roberto to exercise while reducing the chance of overheating and joint damage."

The students responsible for the promotional campaign are Andrew Eberwine, Chris Micek, and Max Page. The campaign was done as a service learning project for the student's senior capstone course in Computer Graphics Technology, part of the College of Technology at Purdue University.

For additional information on the Help Roberto campaign, contact [helproberto@gmail.com](mailto:helproberto@gmail.com) or visit <http://www.helproberto.com>. The students can be contacted at [seedmotion@gmail.com](mailto:seedmotion@gmail.com) or through their project website, <http://www.seedmotion.com>.