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National Mall to Host “Headache on the Hill Installation Project” Calling for Urgent Federal Action on Migraine and Headache Disorders

Volunteer Day: May 31 | Congressional Briefing on the HEADACHE Act: June 3 | Speak Out & Press Conference: June 4

Washington, D.C. — Thousands of purple flags will transform the National Mall into a sea of purple this June, with a first-of-its-kind visual display demanding greater federal attention, public awareness, and action for the more than 40 million Americans living with migraine and headache disorders. The Headache on the Hill Installation Project, organized by The Headache Alliance and the Alliance for Headache Disorders Advocacy, will serve as a national call to action during Migraine and Headache Awareness Month, centered around the anticipated introduction of landmark legislation, the HEADACHE Act.

“We are so thrilled and excited to bring our message to the National Mall,” says Annika Ehrlich, President of the Board of The Headache Alliance and Alliance for Headache Disorders Advocacy. “This represents two decades of hard work and enormous progress in headache policy and advocacy.”

A centerpiece of the installation will be the highlighting of patient stories on both signage and digital resources. “We are putting a face, name, and voice to the lived experience of migraine and headache disorders,” said Julienne Verdi, Executive Director of The Headache Alliance and Alliance for Headache Disorders Advocacy. “With the anticipated introduction of the HEADACHE Act and this historic Installation project, we are demanding to be seen, heard, and taken seriously.”

The HEADACHE Act (Headache Education, Access, Diagnosis, and Care Health Equity Act) will be the first standalone federal legislation addressing the epidemic of migraine and headache disorders. The legislation would expand research, improve access to care, and address systemic inequities affecting people living with headache disorders.



The Installation project launches with a [Volunteer Day](#) on May 31, where advocates, patients, and supporters from across the country will come together to install the flags and signage. The installation will remain on the Mall for two weeks and include two major events: a Congressional Briefing on the HEADACHE Act on June 3 and a [Speak Out and Press Conference](#) on June 4, held at the installation and livestreamed nationwide.

“Too often, patients with migraine are dismissed and underdiagnosed. Migraine is a serious chronic neurologic disease. Undertreatment leads to disease worsening and disability,” said Dr. Amaal Starling, Advocacy Chair of the American Headache Society. “These flags represent the many lives disrupted by stigma and inaction. This is a call to action to diagnose and treat migraine with the seriousness it deserves.”

Migraine is the second leading cause of disability in the world and the leading cause of disability for women under 50 in the U.S. Headache disorders—including cluster headache, new daily persistent headache, and post-traumatic headache—are disabling, stigmatized, and routinely overlooked in public health priorities and funding.

Purple, the awareness color for this disease state, will take center stage not only on the National Mall but in pop-up installations across the country, through a coordinated proclamation drive for state and local Migraine and Headache Awareness Month declarations, and in a movement to light up buildings and landmarks in purple throughout June.

“The Flags for Headache Installation is important to me because for too long headache disorder care and research have been dismissed or overlooked. This installation raises awareness and makes these disabling diseases impossible to ignore,” said chronic migraine patient Angelica Heidi Brehm from California whose personal headache story is featured on the [Flags for Headache](#) website.

The Headache on the Hill Installation Project is made possible through the partnership and support of leading organizations in the headache and patient advocacy community, including the National Headache Foundation, American Headache Society, Chronic Migraine Awareness, Facial Pain Association, Clusterbusters, Coalition for Headache and Migraine Patients, Southern Headache Society, Headache Cooperative of the Northeast, Miles for Migraine and the Alliance for Patient Access.

“The National Headache Foundation is honored to support the flags representing lives paused, plans interrupted, and futures reimaged. Each flag tells the story of a person and their loved



ones who live with the disabling impact of this real neurologic disease, while daily leaning into perseverance and resilience. --Susan Lane Stone, CEO”

The Headache Alliance is a nonprofit organization advancing public understanding, equity, and systems change for people living with headache disorders. The Alliance for Headache Disorders Advocacy is a 501(c)(6) nonprofit that leads federal policy and advocacy efforts to improve the lives of people with headache disorders.

To learn more, volunteer, donate, or watch the June 4 livestream, visit:

www.flagsforheadache.org