

PRESS RELEASE

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Contact: Victoria Withy
Head of Membership, Marketing and Communications
European Society of Endocrinology
Phone: +44 (0) 7761 800855
Media@ese-hormones.org

**SAVE THE DATE: EUROPEAN SOCIETY OF ENDOCRINOLOGY (ESE) AND ESE FOUNDATION
ANNOUNCE INAUGURAL WORLD HORMONE DAY**

After three successful years of raising awareness of the importance of good hormone health through European Hormone Day, the European Society of Endocrinology (ESE) and the European Hormone and Metabolism Foundation (ESE Foundation), have announced the first-ever World Hormone Day to take place on 24 April 2025. It will continue to be held annually on the same date.

World Hormone Day will bring together the endocrine community around the world to raise awareness of the importance of good hormone health. Under the banner of #BecauseHormonesMatter, we'll share the small steps everyone can take to improve hormone health, individually and within our communities.

Helen Gregson, CEO, ESE, said: "Hormones are vital to good health and general well-being. They govern our development, growth, metabolism, fertility and cognitive processes. People also may not realise the role hormones play in both prevalent and rare chronic diseases, including cancer. World Hormone Day is a chance to put hormones in the spotlight."

The 2025 campaign has two main goals. The first is to raise public awareness of the importance of good hormone health, focusing on the small steps we can all take towards good hormone health. The second is to improve national political engagement with the policymakers who can lay the groundwork for better prevention, diagnosis and treatment of endocrine disease.

ESE is creating toolkits with materials to support these activities. This includes materials in 19 languages to support awareness-raising activities such as infographics, posters, videos and social media graphics on "Why Hormones Matter" and "10 Recommendations for Good Hormone Health".

Participants can choose whatever themes and activities are most relevant to their community, uniting behind the #BecauseHormonesMatter message.

View our short animated video at <https://bit.ly/HormoneDay2024>. More information and resources will follow at: www.worldhormoneday.org and on Instagram [@becausehormonesmatter](https://www.instagram.com/becausehormonesmatter).

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European Society of Endocrinology

Redwood House, Brotherswood Court, Great Park Road, Bradley Stoke, Bristol, BS32 4QW, UK info@ese-hormones.org www.ese-hormones.org

About the European Society of Endocrinology

The European Society of Endocrinology (ESE) provides a platform to develop and share leading research and best knowledge in endocrine science and medicine. By uniting and representing every part of the endocrine community, we are best placed to improve the lives of patients. With over 4,800 individual members and through the nearly 50 National Societies involved with the ESE Council of Affiliated Societies (ECAS) ESE represents a community of over 20,000 European endocrinologists. We inform policy makers on health decisions at the highest level through advocacy efforts across Europe.

To find out more about ESE, please visit www.ese-hormones.org.

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