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## **May is Lyme Disease Awareness Month. Mainely Ticks provides educational supports to reverse a growing trend.**

Wells, Maine (May 4, 2011) – Lyme disease is on the rise nationwide and has increased tenfold in a number of Northeastern states in the past decade. According to the Centers for Disease Control (CDC), children ages 5-14 have the highest incidence of Lyme disease in the United States. It's no coincidence that the next three months will be the peak season for contracting tick-borne illness including Lyme disease, as people and pets will be spending more time outdoors in proximity to the tiny nymph deer tick and become unsuspecting hosts. Increasing awareness about the severity of tick-borne diseases and simple steps for preventing exposure to ticks are key to reversing this negative health trend.

In support of Lyme Disease Awareness Month, Mainely Ticks, Inc. announces the availability of their new **ProTickMe** kit, designed to educate the public and lower the occurrence of tick-borne illnesses by correctly identifying ticks, properly removing ticks and educating the public about tick borne diseases.

The **ProTickMe** identification, removal and submission kit features an educational pamphlet outlining the life cycle of deer ticks, personal protection strategies, landscape modifications, proper use of repellents, tick-borne disease symptoms and diagnosis/treatment protocols. In addition to the comprehensive pamphlet, the kit also includes: magnified fine point tweezers; two tick submission vials to safely transport removed ticks for identification by physicians, veterinarians, or for pathogen analysis; Tick Identification Guide with removable key tag for key chains or lanyards; Tick Identification magnet for the home; tick removal and submission information card; adhesive strips, alcohol and antiseptic wipes and a zippered nylon pouch for keeping kit contents at home or on-the-go.

The **ProTickMe** kits were designed by Bob and Barb Maurais, professional educators who develop and deliver educational materials and programs for Mainely Ticks. "If you've ever removed a tick from yourself, a child or a pet, you know how important it is to have the right tools available immediately, whether at home or on the trail," comments Bob Maurais. "The longer a deer tick is attached, the greater the chances of contracting Lyme disease and other tick-borne infections."

In addition to selling **ProTickMe** kits nationwide, Mainely Ticks is supporting Lyme Disease Awareness Month by featuring educational information online at [mainelyticks.com](http://mainelyticks.com), speaking to community groups throughout the Northeast and providing educational posters, bookmarks, tick identification guides and pamphlets to public organizations for display or distribution.

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*Mainely Ticks, Inc. is a small family-owned pest control business located in Southern Maine. Since 2004, they have distributed over 50,000 tick identification guides and educational brochures, and have hosted a number of educational forums and workshops for residents throughout Southern Maine. Their new **ProTickMe** initiative extends this educational outreach to all who live, work or play in tick endemic areas. For additional information, please visit [www.mainelyticks.com](http://www.mainelyticks.com).*