

[10.19.12]

A Night of Hope

[7th Annual Gala]



MDA® Muscular Dystrophy Association ALS DIVISION

ABOUT THE EVENT

ALS, or Lou Gehrig's Disease is a tragic illness, incurable, and starved for new science. Given the relatively few number of people suffering from it (about 30,000 annually), it's a major undertaking to educate and interest potential donors, corporations, big pharma, etc.. But there is real hope on the horizon, and it comes in a significant, hometown package.

In Atlanta, on October 19th this year, the largest Gala in the southeast is planned, to specifically raise money to battle Lou Gehrig's Disease. The *7th Annual Night of Hope Gala* is a premier, black tie affair where over 600 corporate and professional leaders gather at the InterContinental Buckhead to celebrate scientific research, and life to the fullest.

HOW YOU CAN HELP

- Buy a Corporate Table for 10 - \$5,000.
- Gather up a unique, auction item or two (best items are "experience" offering that a patron could only buy at the Night of Hope Gala).
- Interest a friend in the corporate community to participate.

Check out the site at:

www.mdanightofhope.org or



MDA Night of Hope for event details, how to contribute, get auction item forms, research news, etc.. We would love for you to partner with the Muscular Dystrophy Association.

For more information about the event, please contact Amy Alvarez at (770) 491-6045.

YOUR DOLLARS AT WORK

- ALS can strike at any age from 20 to 90. There are about 5,000 new cases of ALS diagnosed in the USA each year.
- MDA has awarded \$2 million to the ALS Therapy Development Institute (ALS TDI) to support the Institute's ongoing drug development research.
- The MDA/ALS Division will fund over \$2 million research to Emory University for 2012. The Night of Hope Gala contributes 20% of net proceeds from our event to these research efforts.
- The 1st FDA approved human stem cell trial for ALS now underway and being conducted at the MDA ALS Center at Emory University.