



Message Points

About Coach To Cure MD

- Coach To Cure MD is a project of Parent Project Muscular Dystrophy (PPMD) in partnership with the American Football Coaches Association (AFCA).
- Coach To Cure MD is a one-day, nationwide awareness building and fundraising event that will be held on **September 24, 2016**.
- The goal of Coach To Cure MD is to:
 - Raise awareness of Duchenne muscular dystrophy (Duchenne, pronounced “DOO-SHIN”)
 - Generate new financial support for Duchenne research
 - Demonstrate coaches’ commitment to the betterment of young men and the core academic research missions of their universities
- College football coaches all over the country have been asked to wear a patch with the Coach To Cure MD insignia on **Saturday, September 24th**. By wearing this patch, coaches will show their support for Coach To Cure MD and the fight against this disease.
- Coach To Cure MD is supported by thousands of college coaches, including legends of the game like Mack Brown, Mike Riley, Rob Ash, and Dick Tomey.
- PPMD is the largest nonprofit organization in the United States focused entirely on Duchenne.

About Duchenne muscular dystrophy

- Duchenne muscular dystrophy is the most common fatal genetic disorder diagnosed during childhood.
- Duchenne affects approximately 1 in 3,500 boys worldwide crossing all cultures and races.
- Because Duchenne is a progressive disease, those living with Duchenne will need the assistance of a wheelchair in their adolescence, will lose upper body function in their teens and sadly lose their battle with Duchenne in their mid-twenties.
- Duchenne is 100% fatal – but there are promising treatments on the horizon.

About the AFCA

- The AFCA is the professional association of America’s football coaches, with more than 10,000 members.
- The AFCA promotes the improvement of the coaching profession and highlights the good work of coaches on and off the field.
- The AFCA is committed to the core academic mission of colleges and universities by offering every resource available to making its communities a better place to live.