



Coach to Cure MD 2009 Messaging Points

www.CoachtoCureMD.org

- Coach to Cure MD is a project of Parent Project Muscular Dystrophy (PPMD) in partnership with the American Football Coaches Association (AFCA) and is in its second year.
- PPMD is the largest nonprofit organization in the United States focused entirely on Duchenne Muscular Dystrophy.
- Coach to Cure MD is a one-day, nationwide awareness building and fundraising event that will be held on **September 26, 2009**.
- The goal of this event is to:
 - Raise awareness of Duchenne Muscular Dystrophy
 - 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
- Highlights from the 2008 Coach to Cure MD include:
 - Over \$270,000 raised in donated cash and advertising
 - 2,675 coaches participated
 - Over 16,000 media outlets were contacted
 - 2,289,245 fans reached in stadium attendance
 - Over 32 million home viewers
- College football coaches all over the country have been asked to wear a patch with the Coach to Cure MD insignia on **Saturday, September 26th**. By wearing this patch, coaches will show their support for Coach to Cure Muscular Dystrophy and the fight against this disease.
- Duchenne Muscular Dystrophy is the most common fatal genetic disorder diagnosed during childhood. It is a progressive muscle disorder that causes loss of muscle function and independence.
- The Duchenne gene is found on the X-chromosome so it primarily affects boys – approximately one in every 3,500 live male births across all races and cultures.
- To date, there is no cure and life expectancy is just in the 20's.

- Since 1994, PPMD has improved the treatment, quality of life, and long-term outlook for all individuals affected by Duchenne through funding, research, advocacy, education and compassion.
- Coach to Cure MD is supported by thousands of college coaches, including legends of the game like Mack Brown, Jim Tressel, and Dick Tomey (current president of AFCA and national spokesperson for project)
- Fans can support their favorite coaches in the fight against DMD by either contributing via text messaging, or online at www.CoachtoCureMD.org
- **On Saturday, September 26th**, text the word **CURE to 90999** and donate **\$5**
 - You'll receive a message back two seconds later asking you to confirm your donation
 - Reply to this message with the word YES and you will receive another text back thanking you for your donation
 - The \$5 is then added to your next cell phone bill on a separate line under donation, and it's that simple
 - You can text the word **CURE to 90999** up to five times to give a maximum of \$25
 - The service is available on most major U.S. carriers and standard text rates may apply
 - Please visit www.CoachtoCureMD.org for more information or for full terms and conditions
- 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.