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COACH TO CURE MD CELEBRATES FIFTH SEASON WITH COACHES WEARING SIDELINE PATCH FOR SEPTEMBER 29 GAMES; PROGRAM HAS NOW TOPPED ONE MILLION DOLLARS IN DONATIONS

WACO, Texas – For the fifth year in a row, college football coaches nationwide will join together in support of the Coach To Cure MD program, which will be held during games of **Saturday, September 29, 2012**. The rapidly growing annual effort has raised more than a million dollars to battle Duchenne muscular dystrophy.

On **September 29th**, American Football Coaches Association (AFCA) members will wear a Coach To Cure MD logo patch on the sidelines and college football fans will be asked to donate to research projects supported by Parent Project Muscular Dystrophy (PPMD), the largest nonprofit organization in the U.S. focused entirely on Duchenne muscular dystrophy.

Football fans can donate to Duchenne muscular dystrophy research by either going online to www.CoachtocureMD.org or by **texting the word CURE to 90999** (a \$5 donation will automatically be added to your next phone bill).

Last year, more than 10,000 college coaches at 505 different institutions participated in Coach To Cure MD events. Both those figures are well higher than in any of the program's first three years (2008-10). The four-year fundraising total is just over \$1 million.

Duchenne muscular dystrophy is the most common fatal genetic disorder diagnosed during childhood and primarily affects boys across all races and cultures. Boys and young men with Duchenne muscular dystrophy develop progressive muscle weakness that eventually causes loss of mobility, wheelchair dependency and a decline in respiratory and cardiac function. Currently, there is no cure for Duchenne muscular dystrophy and limited therapeutic options exist.

“The AFCA is proud of the fact that Coach To Cure MD has surpassed one million dollars in donations,” said Grant Teaff, executive director of the AFCA and legendary former coach at Baylor University. “Our coaches have only grown more enthusiastic for this cause in each of the last four years. We’re confident this season will once again set a record for participation on the field in September.”

“The AFCA now enters its fifth year of partnering with the Coach To Cure MD program and it has been rewarding to see first-hand the growth of this worthy cause,” said Harvard head coach Tim Murphy, who is the current president of the AFCA. “I don’t know many individuals and families left unscathed by difficulties in life and approximately 20,000 babies are born each year with this terrible disease, Duchenne. We happily partner in the effort to fund research and bring awareness and in doing so, celebrate the relationships forged with these brave young men.”

In addition to the coaches’ efforts, families affected with Duchenne muscular dystrophy will also gather for fund-raising tailgate parties on campuses around the country to encourage more fans to get involved.

"Coach To Cure MD has grown from the seed of an idea of an uncle determined to raise money for his nephew with Duchenne muscular dystrophy, into a national awareness campaign that has earned \$1 million in its four years," said Pat Furlong, founding president and CEO of PPMD. "We are thrilled to partner with the AFCA once again. This year marks the five year anniversary of a partnership with coaches across the country, working together with our community to end Duchenne. We couldn't ask for better teammates!"

About the AFCA

The American Football Coaches Association was founded in 1922 and is considered the primary professional association for football coaches at all levels of competition. The 10,000-member organization includes more than 90 percent of head coaches at the 700-plus schools that sponsor football at the college level. Members include coaches from Europe, Canada, Australia, Japan and Mexico.

About PPMD

Parent Project Muscular Dystrophy (PPMD) is a national not-for-profit organization founded in 1994 by parents of children with Duchenne and Becker muscular dystrophy. The organization’s mission is to end Duchenne. We accelerate research, raise our voices in Washington, demand optimal care for all young men and educate the global community. PPMD is headquartered in Middletown, Ohio with offices in Fort Lee, New Jersey. For more information, visit www.parentprojectmd.org.

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