



FOR IMMEDIATE RELEASE  
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**COACH TO CURE MD CELEBRATES NINTH SEASON WITH COACHES WEARING  
SIDELINE PATCH FOR SEPTEMBER 24 GAMES**

WACO, Texas – For the ninth 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 24, 2016**. The annual effort has raised more than a \$1.2 million dollars to battle Duchenne muscular dystrophy (Duchenne).

On the weekend of **September 24<sup>th</sup>**, 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, most comprehensive nonprofit organization in the U.S. focused entirely on Duchenne. Many of those games will recognize a local Duchenne family on the field before or during the game.

Football fans can help support the fight to end Duchenne by either going online to [www.CoachtocureMD.org](http://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 more than 525 different institutions participated in Coach To Cure MD events. The eight-year fundraising total is just over \$1.2 million.

Duchenne muscular dystrophy is the most common fatal genetic disorder diagnosed during childhood and primarily affects boys across all races and cultures. People with Duchenne 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 and limited therapeutic options exist.

“It is an honor for our coaches to continue to serve an important cause as Coach To Cure MD,” said Todd Berry, AFCA executive director. “The support from our membership at all levels is tremendous. You can’t watch a game that weekend without seeing our coaches prominently displaying their arm patches.”

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

"For nine years now, the AFCA and the incredible coaches that make up the organization have played a pivotal role in raising awareness for Duchenne" said Pat Furlong, founding president and CEO of PPMD. "Raising awareness is one of the greatest tools we have to fight this horrible disease. The coaches and teams that participate in Coach To Cure MD are more than just our teammates in the fight to end Duchenne. They have become family, raising money and awareness on behalf of every single person living with Duchenne. We look forward to September 24, 2016 being our most successful year yet!"

#### **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 11,000-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 the largest, most comprehensive nonprofit organization in the United States focused on finding a cure for Duchenne muscular dystrophy – our mission is to end Duchenne.

We invest deeply in treatments for this generation of people affected by Duchenne and in research that will benefit future generations. We advocate in Washington, D.C., and have secured hundreds of millions of dollars in funding. We demand optimal care, and we strengthen, unite and educate the global Duchenne community.

Everything we do – and everything we have done since our founding in 1994 – helps people with Duchenne live longer, stronger lives. We will not rest until every person has a treatment to end Duchenne. Go to [www.ParentProjectMD.org](http://www.ParentProjectMD.org) for more information or to learn how you can support our efforts and help families affected by Duchenne. Follow PPMD on [Facebook](#), [Twitter](#) and [YouTube](#).

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