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Parent Project Muscular Dystrophy is a Featured Nonprofit Selected by Webkinz™ Foundation

Leading Duchenne Muscular Dystrophy Organization to Receive Donation from The Caring Valley™

Hackensack, NJ – February 1, 2011 – Parent Project Muscular Dystrophy (PPMD) announced today that it has been selected as a featured charity in The Caring Valley, an area on the Webkinz World™ site that teaches children about child-focused nonprofits in a fun environment.

PPMD Founding President and CEO was thrilled that Duchenne is receiving this kind of national exposure from the Webkinz World site. “Webkinz Foundation’s dedication to helping leading children’s organizations is admirable. We are humbled and appreciative to have been chosen. The awareness that being part of The Caring Valley in Webkinz World will bring Duchenne muscular dystrophy is immeasurable. Our families know Webkinz and love this brand, and now they will be grateful to this brand for their dedication to our patient community.”

Each of the sections in The Caring Valley contains information about different child-focused nonprofits. Children learn about the organizations as they play and pick where they want to plant their virtual saplings. Webkinz Foundation will donate to each charity.

Charities featured in The Caring Valley are selected to reflect the broad range of issues supported by the Foundation: education, health, medical research, emergency relief, international programs, community support, etc.

In addition to Parent Project Muscular Dystrophy, other nonprofits featured in the Caring Valley include Special Olympics, Reach Out and Read, and War Child. With more than $1.5 million donated since the program launched, in 2011 the Webkinz Foundation donated more than $195,000 to child-focused organizations.

“Webkinz Foundations hopes to raise awareness of deserving non-profits like PPMD that put kids first. We hope that all Webkinz World members see how they can share and care; how they can make a difference.” said Mindy Ganz, Executive Director of Webkinz Foundation.

About Parent Project Muscular Dystrophy
Duchenne is a fatal genetic disorder that slowly robs young men of their muscle strength. Parent Project Muscular Dystrophy 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 young men affected by Duchenne and in research that will benefit future generations. We advocate in Washington, DC, 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 boys with Duchenne live longer, stronger lives. We will not rest until every young man has a treatment to end Duchenne. Go to www.ParentProjectMD.org for more information or to learn how you can support our efforts and help families affected by Duchenne.

**About Ganz/Webkinz Foundation**

Ganz was founded in 1950. This third generation family business has grown into an internationally recognized giftware and plush company, still owned and operated by the family. Sam Ganz remains active within the company, son Howard serves as President and daughter Mindy heads Webkinz Foundation.

In April 2005, Ganz launched the Webkinz World site. Every Webkinz pet comes with a secret code that is used to log into Webkinz World. Once there, children can feed and care for their virtual Webkinz pets, decorate and furnish rooms for their pets, enter challenges, play games and do odd jobs to earn KinzCash™—the virtual currency which pays for food, clothing and treats.

The ongoing success of Webkinz pets and related merchandise has allowed the Ganz family to launch Webkinz Foundation, a charitable organization focused on supporting programs for children worldwide. Learn more about Webkinz Foundation: [http://www.webkinzfoundation.org/](http://www.webkinzfoundation.org/).