



Parent Project Muscular Dystrophy

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 29, 2018**. Over the last 10 years, Coach To Cure MD has raised over \$2 million for Duchenne research.
- 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 29th**. 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.
- One reason Coach To Cure MD is unique is because of the parallels between Duchenne, a disorder which robs young men of precious muscle strength and college football, a game where young men are at the peak of their muscle strength. 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 5,000 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. Since Coach To Cure MD in September 2016, two drugs have been approved in the U.S. by the FDA with additional therapies under review.

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.