



**Parent
Project
Muscular
Dystrophy**

SAMPLE ANNOUNCEMENTS

SAMPLE TWEETS

[Your team] will #TackleDuchenne on [date you are participating]! Follow @CoachToCureMD to get in the game!

We are part of the @CoachToCureMD team on 9/29 (or alternate date) ! Help us #TackleDuchenne by donating in honor of us! <http://bit.ly/2wuWoPm>

SAMPLE VIDEO BOARD FONT

PLEASE DONATE TO COACH TO CURE MD
TEXT THE WORD "CURE" TO 50555 TO DONATE \$10
AND #TACKLEDUCHENNE
VISIT COACHTOCUREMD.ORG

SAMPLE PUBLIC ADDRESS ANNOUNCEMENT

LADIES AND GENTLEMEN,

COACHES AROUND THE COUNTRY ARE JOINING FORCES TODAY TO SUPPORT THE COACH TO CURE MD PROGRAM. ALL THE (school name) COACHES ARE WEARING PATCHES ON THEIR SLEEVES TODAY TO RAISE AWARENESS OF DUCHENNE (pronounced "DOO-SHIN") MUSCULAR DYSTROPHY.

TO DONATE \$10 TO COACH TO CURE MD, TEXT THE WORD "CURE" TO 50555. YOU CAN ALSO VISIT COACHTOCUREMD.ORG TO MAKE A DONATION.

SAMPLE PUBLIC ADDRESS ANNOUNCEMENT (IF FAMILY IS ATTENDING GAME)

LADIES AND GENTLEMEN,

TODAY WE HAVE A VERY SPECIAL GUEST (name of boy) AND HIS FAMILY. (name of boy) HAS DUCHENNE (pronounced "DOO-SHIN") MUSCULAR DYSTROPHY. ALL THE (school name) COACHES ARE WEARING PATCHES ON THEIR SLEEVES TODAY TO RAISE AWARENESS OF DUCHENNE AND IN HONOR OF (name of boy) AND THOUSANDS OF BOYS LIKE HIM, AS PART OF COACH TO CURE MD.

TO DONATE \$10 TO COACH TO CURE MD, TEXT THE WORD "CURE" TO 50555. YOU CAN ALSO VISIT COACHTOCUREMD.ORG TO MAKE A DONATION.

SAMPLE RADIO READER

COACH (insert your coach name) AND HIS STAFF ARE AMONG MORE THAN 500 UNIVERSITIES JOINING FORCES TODAY TO SUPPORT THE COACH TO CURE MD PROGRAM. THE COACHES ARE WEARING PATCHES ON THEIR SLEEVES TODAY TO RAISE AWARENESS OF DUCHENNE (pronounced "DOO-SHIN") MUSCULAR DYSTROPHY.

TO DONATE \$10 TO COACH TO CURE MD, TEXT THE WORD "CURE" TO 50555. YOU CAN ALSO VISIT COACHTOCUREMD.ORG TO MAKE A DONATION.

For more information contact:

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Parent Project Muscular Dystrophy

COACH TO CURE MD 2018 IN-GAME BROADCASTERS NOTES

Coach (LAST NAME) and all the (SCHOOL NAME) coaching staff are joining coaches all over America today in wearing a patch on their left arms to help defeat a terrible genetic disorder. It's called Coach To Cure M-D.

The American Football Coaches Association is working to raise awareness and research funding to cure Duchenne (doo-SHEN) muscular dystrophy, the most prolific genetic killer diagnosed in childhood. Support your favorite coach by supporting life-saving research.

Either:

- Go online to CoachToCureMD.org
- Or text the word "CURE" to 50555 to donate \$10 on your next mobile phone bill.

It's Coach to Cure M-D. You can help.

Additional information:

- Coach To Cure MD is supported by thousands of college coaches at all levels of college football.
- Duchenne muscular dystrophy is the most common fatal childhood genetic disorder – 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 5,000 live male births across all races and cultures
- To date, there is no cure and life expectancy is just in the 20s
- Research to find a cure is underway on many college campuses. Last year college fans helped Parent Project Muscular Dystrophy award grants to Ohio State, UCLA, Florida, and Missouri among others, to help support muscle research.



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 3,500 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.