



**Coach to Cure MD 2018
PA Reader & Broadcaster Notes
Week of 9-29-18**

READER:

The (INSERT SCHOOL NAME) coaches are proud today to support Coach To Cure M-D, raising awareness of Duchenne (doo-SHEN) Muscular Dystrophy -- a fatal genetic disorder affecting young men. The American Football Coaches Association and Parent Project Muscular Dystrophy ask you to learn more about the search for a cure at Coach To Cure M-D dot org. Follow @CoachToCureMD on Twitter. Or get out your mobile phone and text the word CURE to 5-0-5-5-5 to donate \$10 on your next mobile phone bill. It's Coach To Cure M-D.

Additional information:

- Coach To Cure MD is supported by thousands of coaches at all levels of college and high school football and is a national charity project of the American Football Coaches Association. Coaches will all be wearing a logo patch on the sidelines and many will host Duchenne boys on their sidelines.
- 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. Duchenne boys usually lose their ability to walk in their teens.
- To date, there is no cure and life expectancy is just through the 20's.
- There are 50 clinical trials underway testing potential new therapies including two approvals in 2016 - that's up from just 1 trial underway at the time Coach to Cure MD was founded in 2008.
- Scientific research to find a cure is underway on many college campuses.
- Duchenne MD strikes 1 in 5,000 boys born in every country in the world.