



SAMPLE RELEASE

CONTACT:

Contact Person

Radio Name

Phone Number/Fax Number

Email Address

Website URL

FOR IMMEDIATE RELEASE:

Speak Out Against ALS to be held (Insert Date)

City, State – (Date) – (Insert Call Letters/Station Name) plans to knock one out of the park at the first annual Speak Out Against ALS on (insert date). Each year, over 5,600 people in the U.S. are diagnosed with Lou Gehrig’s Disease - approximately 15 new cases a day. The life span for someone diagnosed with ALS is just two to five years. This neurodegenerative disease slowly robs the patient’s body of the ability to move eventually paralyzing them, while their mind remains sharp and clear.

The day-long radio marathon, taking place in over 10 baseball markets across the country, raises money to benefit The ALS Association in its mission to lead the fight to cure and treat Lou Gehrig’s Disease through cutting-edge research.

“Our (insert date) Speak Out Against ALS event is an amazing opportunity to educate people about how many thousands of American’s are diagnosed with Lou Gehrig’s Disease each year and share the heartbreaking stories of life with ALS,” said The ALS Association Executive Director of the (insert chapter name). “There is no known cause of ALS, no way to prevent it and no cure as of yet, that is why raising awareness about disease and the mission of The ALS Association is so essential.”

The ALS Association has committed more than \$58 million to find effective treatments and a cure for Lou Gehrig’s Disease and has made significant research milestones in its effort to create a world without ALS.

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Add One Speak Out Against ALS (Insert Date)

(Insert Call Letters/Station Name) Speak Out Against ALS fundraising broadcast features interviews with ALS heroes and compelling stories about ALS patients. (Include following if game day experience applies) During the baseball game on (insert date/time), ALS stories and promotions are featured on the video screen, message boards and PA system at the (insert stadium name). The event culminates with the on-field presentation of Lou Gehrig's "Luckiest Man Alive" speech by (insert name).

"We are thrilled to team up with The ALS Association and know Speak Out Against ALS will be a huge success," says on-air personality (Insert Name). "(Insert Call Letters/Station Name)'s listeners have amazing hearts and they really care about making a difference in the lives of the thousands of men, women and children affected by this incredibly debilitating and life-threatening disease. By donating just a few dollars, or few hundred, together we can help treat and cure ALS."

Radio listeners will have a chance to help create a world without Lou Gehrig's Disease by donating to The ALS Association by calling 800-727-4092, or by texting FIGHTALS to 25383 or online at www.alsa.org/speakout.

About (insert station name)

(Insert Radio Station tagline/boilerplate).

About The ALS Association

The ALS Association is the only national not-for-profit health organization dedicated solely to the fight against ALS, a degenerative neuromuscular disease (more commonly known as Lou Gehrig's Disease). The ALS Association covers all the bases — research, patient and community services, public education, and advocacy — in providing help and hope to those facing the disease. In the U.S., approximately 15 people are diagnosed with ALS each day, which is typically fatal within two to five years of diagnosis.

About (insert chapter name)(Insert chapter boiler plate)

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