



SAMPLE PRESS RELEASE

For Immediate Release

[Date]

Contact: [Insert name, number and e-mail of contact person]

[YOUR TOWN/CITY] [YOUR NAME/GROUP] TO [FILL IN ACTIVITY] TO RAISE FUNDS FOR THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH

[Your name or Group] of [your town] will [fill in activity: hold golf tournament, run race, sell candy] on [date] to raise funds for The Michael J. Fox Foundation for Parkinson's Research (MJFF).

[Name] aims to raise \$2,500 or more to enable the Foundation to continue aggressively funding research to find better treatments and a cure for Parkinson's disease. He is [activity] as a member of Team Fox, the Foundation's project for supporting grassroots community fundraisers working to raise funds and awareness for Parkinson's research.

"I chose to [activity] as part of Team Fox because [fill in your reason], and I wanted to do something personally to further the Foundation's work. They are funding cutting-edge research to bring meaningful advances in treatments and eventually a cure to people affected by this disease," said Smith.

Nearly five million people worldwide are living with Parkinson's disease — a chronic, degenerative neurological disorder whose symptoms typically progress from mild tremors to complete physical incapacitation. There is no known cure for Parkinson's disease. Current treatments mask symptoms but do not alter or slow disease progression.

In the United States, 60,000 new cases will be diagnosed this year alone. The annual economic cost of Parkinson's in the U.S. is estimated to exceed \$25 billion.

The Michael J. Fox Foundation for Parkinson's Research is dedicated to ensuring the development of a cure for Parkinson's disease within this lifetime through an aggressively funded research agenda. [Include updated fundraising numbers available on the Foundation web site www.michaeljfox.org].

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