



**The ALS Association**  
*National Office*

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# Media Advisory

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**'Developing Dollars for a Cure' fundraising campaign**  
**ALS Association President-CEO Gary Leo to Speak at 4-H Forum in Georgia After Approval of ALS Association Championed ALS Bill in Congress and VA Policy Change**

**WHAT:** One week after The ALS Association scored two major victories on Capitol Hill — Congress voted to create the first national ALS registry, which could pave the way to a cure for ALS (amyotrophic lateral sclerosis), and the Department of Veterans Affairs granted benefits to all military veterans living with ALS — Gary A. Leo, the president and CEO of The Association will deliver a speech at the Southern Region 4-H Volunteer Forum. He will thank 4-H clubs from 13 Southeastern U.S. states as well as Puerto Rico and the Virgin Islands, for participating in the first “Developing Dollars for a Cure” research fundraising campaign. Approximately 60,000 youth and adult volunteers were invited to work on the campaign, which began in the summer of 2008. This is the first time 4-H has chosen a service learning project for the Forum, a regional convention that will be held October 2-5. Before Leo’s speech, the Forum will present The Association with a check from its “Developing Dollars for a Cure” fundraising efforts.

**WHY:** It is estimated that 30,000 people in the United States annually battle ALS (amyotrophic lateral sclerosis) a progressive, neuromuscular disease. There is no cure for ALS and people living with what is commonly referred to as Lou Gehrig’s disease survive, on average, two to five years from the time of diagnosis. The mission of the internationally respected ALS Association is to lead the fight to cure and treat ALS through global, cutting-edge research, and to empower people with ALS and their families to live fuller lives by providing them with compassionate care and support.

**WHO:** **Gary A. Leo, president and CEO of The ALS Association**  
Nearly 600 4-H volunteers and University Extension staff members

**WHEN:** **10:30 a.m., Friday, October 3**

**WHERE:** Rock Eagle 4-H Center  
Talmedge Auditorium  
350 Rock Eagle Road  
Eatonton, Georgia 31024