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### MEDIA ADVISORY

## **Delaware families come together for the 11<sup>th</sup> Annual Rehoboth Beach Walk to Defeat ALS<sup>®</sup>**

**WHO/ WHAT:** People with ALS, family members, friends, caregivers, and others affected by Lou Gehrig's Disease are coming together for the **2018 Rehoboth Beach Walk to Defeat ALS<sup>®</sup>** on Saturday, September 8 at The Boardwalk at The Bandstand in Rehoboth Beach, Delaware.

The event will raise funds for research and community-based patient services programs for people with Amyotrophic Lateral Sclerosis (ALS). ALS, often called Lou Gehrig's disease, is a progressive motor neuron disease, which causes patients to eventually lose control of all voluntary muscles of the body. The ALS Association Greater Philadelphia Chapter, with financial support from the Walk to Defeat ALS<sup>®</sup>, is the largest organization supporting people with ALS in Delaware.

"Ten years ago, we created the Rehoboth Beach Walk to Defeat ALS to improve the lives of ALS families in Delaware," said Mary Ann Wollter, who started the walk in 2008 with her daughter Mary Lou in memory of her husband Gene. "With more fundraising and awareness and help from new Walk teams, we can expand care to more families and get closer to an effective ALS treatment."

**WHEN:** Saturday, September 8. Registration begins at 8:00 AM Walk begins at 9:30 AM

**WHERE:** The Boardwalk at "The Bandstand" in Rehoboth, DE Registration at [www.rehobothwalktodefeatal.org](http://www.rehobothwalktodefeatal.org)

**PHOTO/** Walkers in team t-shirts with personal stories and connections to ALS

**INTERVIEW:**

**WHY:** Once thought rare, ALS is now considered fairly common. A particularly cruel and tragic disease, ALS causes wasting and paralysis of a person's muscles. As it progresses, a person loses their ability to move, eat, and ultimately breathe on their own. While the disease can strike anyone--regardless of age, gender, race, or nationality--studies have found that military veterans are approximately twice as likely to develop ALS as the civilian population. On average, ALS claims lives within five years of diagnosis, making research to find better treatments and a cure an urgent priority.

