

The Families Fight Back Focus

Muscular Dystrophy Association

Families fighting back against neuromuscular disease through fundraising, public awareness and education

VIRGINIA IS GOING GREEN WITH...

MDA Shamrocks

MDA
Helping Jerry's Kids

Upcoming Events & Opportunities

February 15th marked the beginning of the 2010 MDA Shamrocks season! Retailers across the country and all over Central Virginia are participating in the annual Shamrocks Against Dystrophy program by selling \$1 green and \$5 gold Shamrocks to benefit MDA. This program raised a whopping \$19 million nation-wide in 2009 and \$150,000 in Central Virginia specifically. But we aren't going to settle with \$150,000! Our goal is to raise \$180,000 this year and we need your help to make it happen! We are bringing back, for the second year, the **MDA S.O.S. contest!!!**

HELP MDA & SUPPORT OUR SHAMROCKS

We are asking families to Support Our Shamrocks by visiting locations participating in the program and by motivating their employees! When you visit a location, you can either let them know you are an MDA Goodwill Ambassador, or you can be a "Secret Shopper"! As a Secret Shopper, don't let them on to the fact you're an MDA GWA - wait & see if they ask you to buy a Shamrock. If they do, please ask for their name and tell them you'll be letting MDA know what a great friend of the cause they are! If they don't, let them know who you are and that it's important to ask **EVERY** customer—they never know who their next customer will be!!

CONTEST GUIDELINES:

For every participating Shamrocks location you visit before March 17th (St. Patrick's Day), you will receive 1 point (and 1 hour credit of volunteering). The top 3 families with the most points for Shamrock visits will win VISA gift cards!



1st Place: \$50 VISA GIFT CARD

2nd Place: \$30 VISA GIFT CARD

3rd Place: \$20 VISA GIFT CARD

Please email ashaver@mداusa.org with your visit record.

LIST OF PARTICIPATING SHAMROCKS LOCATIONS:

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|--------------------------------------|--------------------------------|-------------------------|
| - 7-Eleven convenience stores | - Lowe's Home Improvement | - Kroger grocery stores |
| - Hardee's restaurants | - Stop-In convenience stores | - IHOP restaurants |
| - Harris Teeter grocery stores | - O'Charley's restaurants | - Shoney's restaurants |
| - Church's Chicken restaurants | - Bottom's Up (Downtown) | - Padow's Deli |
| - Burger King (Charlottesville area) | - Papa John's Pizza (Richmond) | - Saxon Shoes |
| - Dunkin Donuts (11 local locations) | - CheckSmart check-cashing | - Triangle Rent-a-Car |
| - Fresh Pride Grocery (Waverly) | - PMG/E&C convenience stores | - Bojangles |

**PLEASE HELP US MAKE 2010 THE BEST YEAR
FOR SHAMROCKS EVER!!!**

We appreciate your support and respect your privacy, so we'll only send these email updates with your approval. If you don't wish to receive future email communications from MDA, notify us at: ashaver@mداusa.org

- **Stride & Ride, February 27**— Be sure that you have your team formed and all your team members are fundraising! The minimum team goal is \$850 (10 minutes of research) but last year the average team raised \$1,850! Be sure to send out your webpage link and ask everyone you know for donations this week! And don't forget to dress in your best Western attire!!



- Do you know someone who is guilty of having a BIG HEART? Turn them into the MDA Police to be a JAILBIRD for the **Downtown Richmond Lock Up on March 25th**. They must work in that area and be willing to go behind MDA bars and raise bail money to be released. Please note that we must contact all Jailbirds prior to the event—we never surprise anyone that day! Please call Jennie or Liz to turn in your guilty friends!

Thank you for your
support of MDA!

Contact MDA: (804) 285-2961 Phone, (804) 282-1038 Fax, 8001 Franklin Farms Drive, Suite 139, Richmond, VA 23229

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