



Professional and Public Health Information

MDA takes its health information mission very seriously, providing individuals and families affected by neuromuscular diseases with a wide variety of easy-to-understand information about neuromuscular diseases, current research and health care topics. MDA gears this information to the differing needs of the individuals and families it serves, researchers, health care professionals, the news media and the public at large.

MDA's articulate and passionate spokespeople are another important way MDA spreads the word about the fight against neuromuscular diseases.

Publications

MDA's award-winning Publications program produced a steady stream of print and online information about research and health care, as well as articles about relevant legislation, valuable services and inspiring individuals. In addition to the quarterly Quest magazine and bimonthly MDA/ALS Newsmagazine, the department posted an average of two online news articles a week in 2010, making mda.org the "go-to" site for the latest and most accurate information about neuromuscular disease. MDA's extensive free library of online publications and articles was accessed by individuals affected by muscle diseases in more than 180 countries.

MDA Online

MDA's award-winning website, mda.org, showcased the Association's missions to the world, providing instant information about research, health care services, clinical trials and MDA programs. MDA's

Web pages logged more than 7.4 million page views from visitors in 2010. Along with some 100 new projects completed during the year, MDA's Online Services department continued to upgrade MDA's Web infrastructure with more modern and robust technologies.

Television Production

In 2010, MDA's Television Production Division completed a variety of projects for television, radio and other media, including a satellite media tour featuring MDA Chairman of the Board Rod Howell, which highlighted MDA's involvement in the eventual discovery of Myozyme to treat Pompe disease. Educational/informational videos were produced on a number of topics for researchers, families and the general public, and public service announcements featured a variety of celebrities supporting MDA's "Make a Muscle, Make a Difference" multimedia campaign.

MDA Ambassadors

Serving a third term as MDA National Goodwill Ambassador, 11-year-old Abbey Umali, of Redlands, Calif., crisscrossed the country with her parents, speaking from the heart to groups, organizations and large audiences about MDA's quest to defeat muscle diseases. The self-assured and talented 11-year-old has a form of Charcot-Marie-Tooth disease (CMT).

During the 2010 Telethon, Thomas Hale Arrington III, of Chesapeake, Va., was named

“Every time I visit your site, I get good information about practically everything.”

Comment left by a visitor to MDA’s website

the 2011 recipient of the Robert Ross MDA National Personal Achievement Award. Arrington, a clean-energy entrepreneur who promotes the use of renewable energy, has facioscapulohumeral muscular dystrophy (FSHD).

Luke Christie of Due West, S.C., served a second term as MDA National Youth Chairman. Luke, who has spinal muscular atrophy, is a former two-time MDA National Goodwill Ambassador (2006 and 2007) and in 2008 was named the first Harley-Davidson MDA Goodwill Ambassador. He turned 17 in 2010.

Augie and Lynne Nieto of Corona del Mar, Calif., served a fifth year as co-chairs of MDA’s ALS Division. Augie, who turned 52 in 2010, has lived with ALS since 2005. He continued to be “chief inspiration officer” despite the progression of his disease, speaking via a communication device to organizations and the media about the need to cure ALS. MDA’s Augie’s Quest is spearheaded by the Nietos, and has raised millions for MDA’s fast-track ALS initiative.

Nancy O’Dell, co-anchor of the entertainment news show “Entertainment Tonight,” completed her first full year as MDA National ALS Ambassador. O’Dell, who also is a Telethon co-host, spread awareness of MDA’s fight against ALS through media interviews, public appearances and public service announcements. In June 2008, ALS claimed the life of O’Dell’s mother.



Thomas Hale Arrington III, 2010 Personal Achievement Award recipient

The MDA Art Collection, which represents artists with neuromuscular diseases from every state and Puerto Rico, added six new pieces in 2010. Selections from the more than 370 pieces in the Collection were the subject of gallery and museum shows across the country.

Public Relations

As is evident on the front and back covers of this report, a cadre of celebrities flexed their biceps for MDA’s “Make a Muscle, Make a Difference” public service advertising (PSA) campaign, including Reggie Bush, Carrot Top, Don Francisco, Nigel Lythgoe, Kyle Massey, Natalie Morales, Blake Shelton, Alison Sweeney, Triple H, Kurt Warner and Wynonna. PSAs appeared in the Wall Street Journal, USA Today, New York Post, and Time, Parade and Business Traveler magazines, as well as in thousands of TV, cable and radio spots.