



## ALS Facts and Talking Points

Included below are talking points that you can use during your recruitment and fundraising efforts. When reaching out for support, make sure to also share why you are personally involved with the cause. Incorporating this messaging into your ask can make a big impact towards driving action and participation from your friends and family.

Money that is raised from the Strike Out ALS 5k and 1 Mile Run, Walk & Roll will help the Les Turner ALS Foundation fulfill its mission which includes:

- Providing people living with ALS, their families and caregivers exceptional clinical care and support services
- Advancing scientific research into the causes, treatments and prevention of ALS
- Increasing awareness and education of ALS

### ALS Facts

- Amyotrophic Lateral Sclerosis (ALS), often referred to as Lou Gehrig's disease or Motor Neuron Disease (MND), is a progressive disease that causes muscle weakness, difficulty speaking and swallowing and generally, complete paralysis
- In most cases, while the body continues to deteriorate, the mind remains unaffected
- The disease does not discriminate, striking any age, gender and race
- In the U.S., someone is diagnosed with ALS every 90 minutes and every 90 minutes someone with ALS dies
- There is no known cure for ALS
- Once diagnosed, patients typically live only three to five years

### Les Turner ALS Foundation

Founded in 1977, the Les Turner ALS Foundation is the leader in comprehensive ALS care in Chicagoland. Although we're one of the largest independent ALS groups in the country, we treat each person like family and we're committed to supporting them every step of the way. Our individualized approach ensures each person living with the disease receives the best quality of care, and our local community of support, provides their loved ones with answers and encouragement. The Les Turner ALS Center at Northwestern Medicine is led by the most well-respected and successful researchers in the field, advancing vital care and research in pursuit of life-enhancing treatments and a cure.

### Did you know...

- \$1000 helps fund a customized ramp for an ALS patient which, like most home modifications, is not covered by insurance
- \$500 funds communication services to help patients to continue expressing themselves once their speech becomes impaired
- \$250 provides round-trip transportation to Lois Insolia ALS Clinic
- \$100 provides four hours of ALS respite care which gives the primary caregiver a break and helps prevent burnout