



Thank you for your interest in creating a t-shirt design for the Muscular Dystrophy Association's national Muscle Walk program. We are looking for a design that resonates with MDA families and supporters. In addition to the specific audience information included in the creative brief, please see a brief overview below.

#### **About MDA**

Muscular dystrophy, ALS and related life-threatening neuromuscular diseases take away everyday abilities like walking, dancing, hugging, playing and even talking and breathing. Each day across the country, these everyday freedoms are being taken away from kids and adults with muscular dystrophy, ALS and related life-threatening diseases. MDA fights to free individuals and their families from the devastating effects of these diseases, so they can live life to the fullest. We do this by caring for kids and adults from day one, supporting families in hometowns across America and finding breakthrough treatments across diseases.

With our partners and supporters, MDA is empowering every child and adult affected —and the families who love them—with the support they need to live longer and grow stronger. Together, we're fighting to make today free from the harm of these debilitating diseases — and tomorrow free from the diseases themselves.

#### **About MDA Muscle Walk**

The largest, most inspiring event of its kind, more than 130 MDA Muscle Walks across the nation brings communities together — donors, families, partners, sponsors and volunteers — to fight back against muscular dystrophy, ALS and related diseases that limit muscle strength and mobility.

MDA Muscle Walk is more than a walk. It is a fun event which offers family and friends the opportunity to rally against neuromuscular diseases. The walk itself is short in length to accommodate families, caregivers and those living with these debilitating diseases. The event provides the opportunity to engage with your hometown with activities, food provided by local vendors/restaurants/companies and games for all ages.

Funds raised through Muscle Walk build on decades of research progress, helping MDA find breakthroughs across diseases by pushing science to its limits in the search for treatments and cures. Dollars raised also support MDA's life-enhancing programs for families, including state-of-the-art clinics, support groups and MDA summer camp where kids with muscular dystrophy and other debilitating diseases can enjoy "the best week of the year."

Learn more at [mda.org/musclewalk](http://mda.org/musclewalk). Please let us know if you have any questions!