



Walk to Defeat ALS™

Walker Information Packet

Thank you for your interest in this year's Walk to Defeat ALS™



Everyone is welcome... form a team, walk as an individual, or even be a “virtual walker” or form a “virtual team.” All walks are wheelchair and stroller accessible so that all can join in the fun and work together in the fight against ALS!

Please join us for our Kick Off Events!

Thursday, July 16th 2009
Altoona Curve Baseball Game
(vs. Harrisburg Senators)
Blair County Ballpark
Gates open at 6:00pm, game begins at 7:05pm

Thursday, July 30th 2009
Reception at Hard Rock Café
Station Square, Pittsburgh
The fun begins at 6:00pm

Special thanks to the Altoona Curve for the \$2 donation for every ticket sold and to Hard Rock Café Pittsburgh for their special discounted pricing.

General Walk Information

What: The Walk to Defeat ALS™ benefiting the ALS Association – Western Pennsylvania Chapter

Johnstown, PA



University of Pittsburgh Johnstown Campus
Saturday, August 8th 2009

Distance:

2 trails offered (<1 mile or >1 mile)

Time:

Registration: 9:00am • Walk Begins: 10:00am

Walk Co-Chairs:

Jeanine Lawn & Jeannette Owens

GOALS:

Johnstown: 600-800 Walkers

- To raise a total of \$325,000 for research & patient services programs
- To increase public awareness of ALS

Pittsburgh, PA



Pittsburgh Zoo & PPG Aquarium
Saturday, September 12th 2009

Distance:

<1 mile

Time:

Registration: 7:30am • Walk Begins: 9:00am

Walk Co-Chairs:

Shanna Anderson & Robert Balint

Pittsburgh: 1800-2000 Walkers



Please help spread the word!

Posters: Help us distribute Walk posters. Can you place them in businesses, libraries, schools, etc?
Contact us for materials!

Flyers: Design small flyers with Walk information that can be used in religious or school bulletins, on pizza boxes, at cash registers, etc.

Promote Online: Add your Walk information and links to your Facebook, MySpace, Twitter, or other social networking or blogging site!

Customize your email signature: Get the word out electronically! Simply add a personalized signature to your email account. Direct all of your contacts to our Walk site and/or your personal fundraising page.

General Registration Information

Please be sure all walkers (even those in strollers) register! It is very helpful to us if Walkers and Team Captains register in advance of the Walk! By registering now, you will be included in all correspondence and updates about the Walk and you avoid long lines on Walk Day.

Registration Options:

Form a Team

If you want to captain your own team, choose this option. Your first step is to complete a “Team Registration Form.” Details about what is involved in being a captain can be found in this packet.

Register as an Individual

If you’re not planning on joining a team or starting one right now, choose this option. Don’t worry – if you think you might want to start or be involved with a team later on – that is no problem!

Register and Join an Existing Team:

Have you been asked to join an already existing team? If so, then choose this option.

Register as a Virtual Walker:

Can’t be there on the day of the Walk? You can still form a team or raise money as an individual. Log onto our website, <http://walkwpawv.alsa.org>, and click on the Walk to Defeat ALS™ logo. You will be taken through all of the necessary steps.

Submission of Registration Forms:

You can either...

- Register Online at <http://walkwpawv.alsa.org> for fast and easy access to your personal website!
- Mail a registration form to our administrative offices in advance of the walk.
- Register in person on the morning of the Walk.

Team captain and walker forms can be found in this packet

Remember... EVERY Walker must be registered for the Walk!
Online registration will end at Noon the day before Walk Day – register early!

Walk Teams



What is a Walk to Defeat ALS™ team?

A team is three or more people who gather together and raise money to support The ALS Association. The team can consist of family members, co-workers, friends – anyone with a desire to help those affected by ALS.

How do I sign my team up?

- **Choose a team name.** Be as creative as you want – “Bill’s Buddies,” “ACME Corporation,” “Marnie’s Party.”
- **Project the number of team members you plan to recruit.**
- **Set goals for your team.** Each member of a team is encouraged to gather his/her own sponsors, usually via a letter or email writing campaign. The average walker raises \$100. Strive for this average and use it when setting goals. For example, if you plan to recruit a team of 10, your team goal would be at least \$1,000.
- **Have your team captain submit the team registration form. All other teammates must register individually.** You are encouraged to register online by going to <http://walkwpawv.alsa.org>. All team captains and all walkers to register online will be given an opportunity to create their own personal web page. You will be given step by step instructions to recruit teammates and donors. You may also register by mail – if you choose this option, the Team Registration form may be found in this packet.

Team Captain Responsibilities

- **Complete a Team Registration Form** by mail, online, fax, or deliver it to the Western Pennsylvania Chapter office (see form enclosed).
- **Attend a kick-off event** (details can be found on page 1 of this packet). If the team captain can not attend, he/she is encouraged to send another team member.
- **Distribute sample fundraising letters and walker brochures to members of your team.** Sample letters can be found in this packet. Additional copies and documents will be available at the kick offs.
- **Keep a master list of everyone who has signed up for your team.** If you have registered online, this can be easily accomplished by clicking on “Walk Center” from your team page.
- **Communicate regularly with your team members** by email, phone calls, etc. Keep them updated on the progress of the team toward the fundraising goal. Consider having a pre-walk or post-walk party, breakfast, or barbeque for the team.
- **Encourage team members to send thank you letters for donations received.** The ALS office will also send acknowledgements to your donors.
- **Consider making a team t-shirt, hat, or overall “look”** (See “Creating Your Team T-Shirt” enclosed.) Having a way to unify/identify your team is fun, builds excitement, and can be done inexpensively. A large colorful banner, bandanas, signs, etc. are all great ways to make your team stand out. Many family teams name their team in honor of a person they are walking for and may include a picture on banners or shirts.



Recruiting a Team

Here are a few ideas – all optional – that you might wish to include in a letter, email, or phone call as you recruit your team members.

Give information about the Walk and that you are forming a team:

Example: The ALS Association is kicking off its annual Walk to Defeat ALS. Sue Jones and I are co-captains of “Angels on the Move” and we are asking you to join our team. The 1-mile walk will be held on (date, location). Registration begins at (insert time). You don’t need to walk all of the route or even any of the route in order to participate...

Explain why you are forming a team. If the team is in memory or in honor of someone, perhaps you might include a bit of information about that person.

Explain how the walk works and how they can help.

Example: Funds raised from this walk will support nationally directed research and local patient services programs of The ALS Association, Western Pennsylvania. These programs are vitally important in maintaining the quality of life for people living with ALS. (Please see the insert titled Patient Services Programs included in this packet)

Explain ALS

Example: ALS (often called Lou Gehrig’s Disease) is a fatal, neuromuscular disease which attacks the motor neurons making even the simplest movements of walking, speaking, and gesturing impossible. Ultimately, the body becomes paralyzed, yet through it all, the mind typically remains unaffected.

Include a form (if you are doing your recruiting via mail) with space for name, address, fax, and email. Along with the form, **enclose an addressed return envelope.**

Walk Day



We will walk rain or shine! Hopefully, the Johnstown and Pittsburgh sunshine will be beaming down on both of our walks this year. In the event of inclement weather, please attend your designated Walk event, register, and turn in your donations; we will leave it up to you if you would like to walk or jump back into your warm automobiles.

Wheelchair Availability: We will provide wheelchairs for anyone who needs one on the day of the walk. If a wheelchair is needed, PLEASE LET US KNOW AT LEAST ONE (1) WEEK PRIOR TO THE EVENT DATE. Wheelchair requests must be directed to Marie Folino at marie@cure4als.org or call 412.821.3254 or 800.967.9296.

*****Bank Night(s):** This year we are able to PRE-register you and your team for the walk so that you can avoid the registration lines!!!! We are in the process of finalizing dates, times and locations, but if you have all of your donations and completed registration forms in order, come to bank night to turn everything in and leave with **zoo wristbands** and eligible t-shirts so that you can avoid registration lines the day of the walk and enter into the zoo directly!

Registration:

Please be sure all walkers (even those in strollers) register. **Online Registration closes at Noon the day before the Walk – sign up early!**

Registration tables will be available for all people who did not register prior to the *Walk*, as well as for registered walkers who have donations to turn in.

For those who have not yet registered:

- Come to the registration table to fill out your registration form and to turn in all donations.

For those who have registered before Walk Day:

- Come to the registration table first only if you have donations to turn in. If you have already registered online or by mail, you do not need to submit any other registration forms.
- The tables will be arranged alphabetically by team name.
- Come directly to the **t-shirt table** if you have turned \$75 or more in advance of the walk and have no more donations to turn in. At the t-shirt table, there will be a record of walkers who were credited with donations received prior to the walk.
- If you've attended a Bank Night already registered your team, make sure you wear your wristbands and head directly into the zoo!!

Turning in donations:

Please be sure that all donations are clearly marked with the **Team Name, The Walker Name, and the donor's Name and Address**. COMPLETE, LEGIBLE information is necessary to ensure that donations are credited to the proper Team, Walker, and acknowledgments are sent to the donor. All donations over \$5 are eligible for an acknowledgement. Online donations will receive an acknowledgment via email.

****You may use the *Donation Breakdown Page* in this packet, or a *Donation Collection Envelope* to record multiple donations.****

Parking and Transportation

University of Pittsburgh, Johnstown Campus
450 Schoolhouse Road, Johnstown, PA 15904



Parking is available on University Drive, Highfield Avenue and Kunk's Drive.
Handicapped accessible parking is available all along Main Avenue.

Driving Directions:

From Eastern, Southern, or Western Points: Take PA Turnpike (Rt. 76) to Somerset Exit #110. From Somerset, take Route 219 North to the Geistown/Elton Exit, PA Rt. 756. Make a right off the exit, then another right onto Theatre Drive. Follow signs to campus.

Alternate route from Eastern or Southern Points: PA Turnpike (Rt. 76) to Bedford Exit #146. At exit, turn left on Business Route 220, left again onto Route 220 (I-99) North towards Altoona. Exit onto Route 56 West. Follow Route 56 for approximately 30 miles until you reach a traffic light near the community of Windber. Continue on Route 56 West. Follow Route 56 for about 3 miles until you come to a traffic light at Theatre Drive. Make a right onto Theatre Drive. Follow signs to campus.

From Directly Northern Points: Take Route 219 South to the Geistown/Elton Exit, PA Rt. 756 (Note: Do not take the Johnstown Expressway Exit.) At the traffic light (bottom of exit ramp) turn left onto Route 756. AT the second traffic light, turn right onto Theatre Drive. Follow signs to campus.

For specific directions from your location, please go to www.upj.pitt.edu and click on About Us, which will direct you to Visiting the Campus or go to www.mapquest.com and type in the address above.

Pittsburgh Zoo & PPG Aquarium One Wild Place, Pittsburgh, PA 15206*

Driving Directions:

From Downtown Pittsburgh: From the Mellon Arena take the Veteran's Bridge and exit on 28 North. Follow 28 North to Exit 6-Highland Park Bridge. Stay in the right lane on the bridge and take the exit to Butler Street. Stay straight on Butler Street to second light and make a left onto Baker Street and a left into the Pittsburgh Zoo & PPG Aquarium parking lot.

From East - Monroeville/Murrysville Area: Follow 376 East (Parkway East) to Exit 10A Churchill exit. At the light, turn right onto Route 130 west. Continue following Route 130 west (lots of curves) until you come to a "T" at the light at Allegheny River Boulevard. Turn left onto Allegheny River Boulevard, which is still Route 130 west. Continue going straight until you come to the fourth light at Baker Street and turn left. Make a left into the Zoo parking lot.

From the South - Airport or 279: Follow 279 North towards Pittsburgh. Stay in the left lane through the Fort Pitt Tunnels. Once through the tunnels, follow signs for 279 North to Exit 7C--Route 28 North. Take Route 28 North to the Highland Park Bridge, Exit 6. Make a right off the bridge on to Butler Street and go to the second traffic light. Make a left onto Baker Street. Bear to the left and enter the Zoo's parking lot.

From North- I-79 and I 279: Follow I-79 South to I-279 South toward Pittsburgh. Take Exit 8B (East Street and Route 28 North). Get in the left lane on East Street and turn left onto East Ohio Street. Follow East Ohio Street to the ramp for Route 28 North. Follow Route 28 North to the Highland Park Bridge, Exit 6. Make a right off the bridge to Butler Street. At the second traffic light, make a left onto Baker Street and bear to the left and enter the Zoo's parking lot.

For specific directions from your location, please go to www.pittsburghzoo.com and click on General Info. Under General Info, please click on Directions where you will find directions from many locations.

*If you are using a GPS navigational system, please use the address 7340 Butler Street, Pittsburgh, PA 15206.



Team Captain Registration Form

Please submit this form as soon as possible – registered Team Captains will receive ongoing communication about the walk

Team Name: _____

- This team will be participating in (check one)
- Johnstown, PA on August 8, 2009
 - Pittsburgh, PA on September 12, 2009
 - We will be present at BOTH walks!

- Check One:
- Walking in honor of: _____
 - Walking in memory of: _____
 - Walking in support of the fight against ALS.

**Name of Team Captain: _____

Captain is ___Adult ___Child (under age 18)

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Evening Phone _____

E-mail _____ Fax: _____

****NOTE:** If you have a co-captain(s), please list their name(s) and email(s) below. In addition, your co-captain should submit a walker registration form for themselves. Once you have filled out the reverse side of this paper, this team registration form will also serve as your walker registration form.

**Co-Captain Name (if applicable): _____ Email: _____

How many people do you hope to have on your team? _____

How much money do you want your team to raise? \$ _____

Thank you for registering your team!

*****THE INFORMATION ON THE REVERSE SIDE OF THIS PAGE IS NEEDED TO COMPLETE YOUR REGISTRATION AS A WALKER.*****

**Team Captain Registration
(continued)**



*Every walker who raises **\$75 or more** will receive a
Walk to Defeat ALS™ t-shirt on Walk Day.*

*Some sizes are limited; indicating a size below **does not** guarantee availability.*

Prizes...Prizes...Prizes:

Any walker who raises over \$150 can choose to receive a prize. Prizes are based upon the total amount turned in before or on the day of the Walk. Donations received in our office or online will be credited to the appropriate walker.

Check One:

- Yes, I want a walk prize.
- No Prize. I want my entire donation to further support patient services and research of The ALS Association.

Prize List: Your prize will be determined once we have received all donations pledged in your support. Prizes are not cumulative.

If you raise:	You can get:
\$150	Walk to Defeat ALS™ brushed fleece slipper socks
\$500	Walk to Defeat ALS™ fleece blanket
\$2500	Walk to Defeat ALS™ Convertible Blanket Tote
\$5000+	Walk to Defeat ALS™ 3-in-1 parka

If you have indicated that you wish to receive a prize, please provide shirt sizes:

- S
- M
- L
- XL
- XXL *(no children's sizes available)*

Waiver: I hereby waive all claims against The ALS Association, sponsors or personnel for any injury that I may suffer from my participation in this event. I grant full permission for organizers to use photographs, videotapes, motion pictures, recordings or any other record of this event.

PARTICIPANT SIGNATURE (or parent/legal guardian if under 18)

DATE

THANK YOU FOR YOUR REGISTRATION!!!

****REMEMBER: IF YOU HAVE A CO-CAPTAIN(S),
THEY WILL NEED TO REGISTER THEMSELVES AS A WALKER.**

Mail or fax this form to The ALS Association – Western PA office:

The ALS Association, Western Pennsylvania

416 Lincoln Avenue, Pittsburgh, PA 15209

Phone: 800.967.9296 or 412.821.3254 • Fax: 412.821.3549

Email: walk@cure4als.org • www.cure4als.org



Walker Registration Form

Walker's Name: _____

Walker is a(n) Adult Child (under age 18)

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Evening Phone _____

E-mail _____ Fax: _____

I will be participating in (check one)

- Johnstown, PA on August 8, 2009
 Pittsburgh, PA on September 12, 2009
 We will be present at BOTH walks!

Check One:

- I am walking with a TEAM:

Please fill out the following so we can notify your team captain that you have registered:

Team Name: _____

and/or

Team Captain Name: _____

- I am walking as an INDIVIDUAL walker (not walking as a part of a team).

If you are not walking as part of a team, by filling out this form, you will be included in all Correspondence/updates we send about the walk.

- Check One: Walking in honor of: _____
 Walking in memory of: _____
 Walking in support of the fight against ALS.

*****THE INFORMATION ON THE REVERSE SIDE OF THIS PAGE IS NEEDED TO COMPLETE YOUR REGISTRATION AS A WALKER.*****



Walker Registration (continued)

My fundraising goal is \$ _____
My company has a matching gift program Yes No

*Every walker who raises \$75 or more will receive a
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\$5000+	<i>Walk to Defeat ALS™</i> 3-in-1 parka

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