

# MDA fundraising telethon returns



Christina Vela Davidson



**T**he MDA Telethon is back! The original MDA Labor Day Telethon was hosted by iconic comedian, actor, singer and filmmaker Jerry Lewis from its 1966 inception until 2010. The annual event would raise money for the Muscular Dystrophy Association (MDA). Over the years, the telethon raised \$2.5 billion for MDA.

The telethon is coming back after a five-year break, and actor and comedian Kevin Hart will help relaunch what had been a Labor Day tradition starring Jerry Lewis for more than four decades.

The MDA Kevin Hart Kids Telethon will be a two-hour special, airing globally on Saturday, Oct. 24, at 8 p.m. Eastern Time, giving audiences the opportunity to support the essential work of the association. Hart will be joined by celebrity guests, including Jack Black, Usain Bolt, Josh Gad, Michael B. Jordan, Eva Longoria and Jillian Mercado.

The iconic telethon will be modernized for a can't-miss evening of entertainment, aimed to drive mass awareness and charitable contributions to help transform the lives of disadvantaged children with disabilities.

"This is an incredible opportunity to bring the work of Jerry Lewis and the Muscular Dystrophy Association forward," Hart said, adding, "I'm honored to collaborate with MDA and my organization to educate and entertain

the public about the need to support people with disabilities and disadvantages, because we are all in this together. I can't wait to have an incredible night for two critically important causes that are in urgent need of funding and hope."

**Join in the fun early** with MDA Let's Play for a Cure. In the weeks leading up to the telethon, MDA will be hosting live gaming and e-sports events. MDA is an active member of the gaming community on a year-round basis each week through the Let's Play gaming platform. Every Saturday, starting on Sept. 12, MDA will host the live gaming events, with a final live gaming stream occurring on Oct. 24. Each week will feature top gaming influencers and showcase the most popular game titles, from Fortnite to Minecraft.

**Tune in Oct. 24, and follow MDA's Telethon news and progress at [mda.org/telethon](http://mda.org/telethon).** If you have any questions, please send an email to [nalc@mda.org](mailto:nalc@mda.org) or [mda@nalc.org](mailto:mda@nalc.org).



MDA Kids Telethon host Kevin Hart

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