



True colors

Sioux City, IA's MDA fundraiser called for everyone to get their 'cray on'



SiouX City, IA, Branch 69 member **Chrissy Kilgore** and Branch President **Eddie Lofland** added some color to their branch's fundraising efforts for the Muscular Dystrophy Association (MDA).

Kilgore and Lofland organized a color run, which they called "Get Your Cray On," in Kilgore's home-

town of Estherville, IA, in August. With sponsorships from several local businesses, the branch managed to cover all the expenses, leaving 100 percent of the proceeds—\$2,361—for MDA.

Inspired by the Hindu "festival of colors," a color run involves spectators throwing tinted chalk on runners until their skin and clothes are covered in a rainbow of colors. Recent color runs became popular worldwide after the first one was held in Phoenix, AZ, in 2011.

Kilgore has organized several runs to raise money for breast cancer organizations, and she has participated in a few color runs, so taking on an MDA color run was a natural for her. "We just picked a date and went from there," she said. Kilgore gathered sponsors, set up a Facebook page and approached a local radio station to broadcast free public service announcements. Fifty participants ran the 5k course.

"This is just the kind of creative thinking for fundraisers we need," NALC President Fredric Rolando





said. “A color run is one of many good ideas out there, and Branch 69 did a great job organizing it.”

Kilgore and Lofland are ready to have another run next year that’s bigger and better. “We’re in the midst of planning our next event,” Kilgore said. “A lot of people are looking forward to doing it again next year.”

The inaugural event, she said, made good publicity for the next one—many people have approached her and said they would have participated if they had known about it—so she expects many more runners to step forward for the next one.

MDA is NALC’s official charity. It is the world’s leading non-profit health organization sponsoring research into the causes of, and effective treatments for, neuromuscular diseases.

The NALC was the first national sponsor of the Muscular Dystrophy Association and letter carriers are among MDA’s top fundraisers, collecting more than \$20 million in the past 15 years alone.

MDA research grants support more than 250 research projects worldwide, as well as camps and activities for children who have one of these diseases. For more information, go to mdausa.org. **PR**



MDA ambassador visited NALC HQ

On Sept. 1, MDA National Goodwill Ambassador Reagan Imhoff visited NALC Headquarters in Washington, DC, to thank the union for its continued contributions to the charity. President Fredric Rolando and other national resident officers returned the sentiment and displayed their support for MDA by entertaining the 9-year-old and her parents, Jenny and Joe, through an impromptu art contest and presenting her with several thoughtful gifts.

Imhoff, from New Berlin, WI, has spinal muscular atrophy (SMA Type II), a genetic disease affecting the part of the nervous system that controls voluntary muscle movement. She loves reading, dancing, drawing, swimming, traveling, musicals and attending MDA summer camp. She enjoys art class and aquatic therapy and loves spending time with her family and friends. Imhoff dreams of being an artist, a dancer and a nurse.

“NALC will continue to honor its commitment to MDA to help deliver a cure,” Rolando said. He called on letter carriers to consider giving to MDA through your branch or through the Combined Federal Campaign. **PR**

