

It's time to live unlimited



Asst. to the President for the Contract Administration Unit Geneva Kubal



NALC was the first national sponsor of the Muscular Dystrophy Association, and NALC and MDA families know firsthand how diseases like muscular dystrophy and ALS severely limit physical strength and mobility. These diseases take away everyday freedoms like walking, playing, hugging, running, talking and even breathing.

NALC's support has contributed to significant progress in the fight to end muscular dystrophy. This year, our collective strength will help accelerate treatments, cures, care and support for MDA families in a new and exciting way.

On June 20, MDA launched a summer campaign called "Live Unlimited." It is designed to empower everyone to transform perceived limits into unlimited possibilities to live life to the fullest. It was inspired by the strength and courage of MDA families who do remarkable things every day despite the physical and societal limits diseases like muscular dystrophy and ALS often create. Their unyielding resolve is a reminder for all Americans to be relentless in their pursuit to defy limits and ask, "How can I live unlimited?"

What it means to live unlimited is different for everyone, but it's about refusing to believe in the word "can't," a consistent push to go above and beyond what we think is our limit and showing the world that limits don't define us.

MDA's six-week Live Unlimited campaign launched with a digital takeover featuring Live Unlimited moments from celebrities, families, influencers, partners and more. Through July 31, MDA will be sharing videos, stories and other exciting surprises to spark a powerful conversation about what it means to live unlimited in hometowns across America while urging people to take action to support MDA families.

Share how you live unlimited

Together with MDA, NALC members have the chance to ignite a movement across America that will help more kids and adults with muscular dystrophy live longer and grow stronger. Here's how you can participate this summer.

- **Share how you live unlimited.** Visit mda.org/LiveUnlimited to create a personalized image you can share to social media that shows your #LiveUnlimited moment. For every #LiveUnlimited moment shared, a generous partner will donate \$1 to MDA, up to \$30,000.
- **Download MDA Amplify.** This is a new smartphone app that allows users to seamlessly share content provided by MDA with their networks. As an Amplifier, you'll be the first to know about #LiveUnlimited

stories and news.

- **Challenge your social network to share their #LiveUnlimited moment.** Include a photo or video showing how you #LiveUnlimited to inspire them. You can download social media assets from MDA at <https://liveunlimited.mda.org/wp-content/themes/live-unlimited/assets/zip/MDA-LiveUnlimited-SocialAssets.zip>. Be sure to tag all your posts with the #LiveUnlimited hashtag.



What is a Live Unlimited moment?

Any time you reach beyond your limits, whether they have been set by someone around you or by yourself, you are achieving a Live Unlimited moment. Live Unlimited moments come in all sizes, big and small. Yet what unites them is that we all face limits and we all have the power to break free of our limits. Whether your Live Unlimited moment is crossing the street independently, graduating from college, getting married, skydiving or traveling the world, we invite you to join MDA to share your moment and inspire others to do the same.

Summer camp for MDA kids is an opportunity to experience living beyond limits in a place where anything is possible. It's a week where they're free to enjoy adventures like horseback riding, swimming and fishing, while developing lifelong friendships and building self-confidence and independence. I hope my article last month inspired you to volunteer at an MDA Summer Camp. I will never forget my first experience and how it changed my life and renewed my commitment to MDA and the NALC's fundraising and awareness efforts.

Five chances to win with MDA at the national convention

The NALC will be raffling off five travel gift certificates valued up to \$3,000 each to a destination, time and duration of your choosing through Carlson Wagonlit Travel—CWT Vacations.

If you want to get in on the opportunity to win one of five chances to take a vacation where and when you want to go, you need to purchase MDA raffle tickets for a drawing to be held at our national convention. Tickets will be sold at the MDA booth during normal registration hours until one hour prior to the drawing. All raffle ticket sales will be credited to the branch of the purchaser for the 2016 Honor Roll to help your branch boost your fundraising dollars. Please contact me at mda@nalc.org or call 202-756-7403 for details. Tickets will be \$20 each, so bring lots of \$20 bills to help the NALC "Deliver the Cure" for MDA.