

# Live unlimited—MDA’s new brand



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

**T**he Muscular Dystrophy Association has announced a new look with a new philosophy—“Helping Families Live Unlimited”:

The freedom to walk, to talk, to run and play. To laugh, to hug. To eat. To breathe. Every day, muscle-debilitating diseases take these abilities away from kids and adults we love. And every day, MDA families are doing remarkable things to live beyond their physical limits. MDA’s Live Unlimited movement is inspired by the courage and strength of our families to celebrate what we can do and to be relentless in our pursuit of

making more can-do moments possible.

The NALC has partnered with the Muscular Dystrophy Association to “Deliver The Cure.” Together, we hope to continue the fight to free individuals and the families who love them from the harm of muscular dystrophy, ALS and related diseases that take away everyday freedoms such as walking, hugging, running, talking and breathing.

As MDA has updated its focus from fighting the disease to fighting for individuals and their families, we expect to continue in our pledge not only to deliver the cure, but also to help those with muscular diseases live unlimited until the disease is eradicated. To do this, MDA will no longer focus on the struggle, but will concentrate on strengths. The past has been about what one wants to do. Now MDA wants to focus on what one *can* do. The NALC is asking that you continue to be a part of providing those with muscular dystrophy, and their families, a better quality of life and the opportunity to live unlimited.

Our efforts have helped to provide a number of new and improved services to offer better care and to accelerate progress for the families touched by someone with a muscular disease. Additionally, continued fundraising will assist MDA in its launch of the new Live Unlimited campaign. This campaign will unite consumers, companies and everyday Americans to help MDA families break free of limits. Our fundraising efforts will help MDA continue this mission.

NALC has helped MDA focus on finding urgent solutions today, and also on a long-term plan to fuel future discovery and impact. With a new strategic plan in place, the NALC is a partner in MDA’s intention to achieve the following mission goals for our families by 2020:

- **Cure**—double MDA’s research on drug development and clinical trials to bring more treatments and cures to families.
- **Care**—provide care and support for 50,000 more families, a 50 percent increase over the number of families registered with MDA today.
- **Champion**—fund 20,000 kids at MDA Summer Camp at no cost to families as MDA expands offerings for young adults.

Letter carriers have been an important part of the success MDA has had with research, quality of life and patient

care. The work is far from done, even though much has been accomplished. Children with MD now become adults and have fulfilling lives. Families have resources available to them to help reduce obstacles and improve the overall quality of life. Let 2016 be a year of renewed commitment to the NALC’s national charity.

**Letter carriers can help those with Muscular Dystrophy live unlimited by:**

- **Bowlathons**—These are events for branches with enough participants to create a fun afternoon out for all. Small branches can hold an event on their own or can be teams on an event hosted by a nearby larger branch. MDA can assist with finding a location, prizes and ideas to make the event more successful.
- **MDA Muscle Walks**—Empower individuals in hometowns across America to raise critical awareness and funds for muscle-debilitating diseases that severely weaken muscle strength and mobility. All you have to do is register and show up to a walk already scheduled by MDA. Most walks are held on Saturdays but there are dates on Sundays, too. You can participate as an individual or register your branch as a team. Fundraising can be done on social media or you can direct family, friends and even NALC members to support the individual or the team to reach a goal they set at [walk.mda.org](http://walk.mda.org). This website will also tell you the dates and locations of walks near your branch. Whether as an individual or a team, set your goals and work hard to achieve them. Either way, it will be a fun and fulfilling way to spend your day with others.
- **Other events to consider**—Fill the Satchel drives, auctions, raffles, car washes, bake sales, pool and dart tournaments, comedy/karaoke nights, bingo nights, pancake breakfasts/spaghetti dinners, branch member donation drives, or even local credit union partnerships. If you need assistance developing these ideas, contact me or your local MDA office.

If you have an MDA “buddy,” please work with MDA on getting the buddy involved in your event. If not, do not hesitate to contact your local MDA office to ask for assistance. If you need help locating your closest MDA office, please contact me at NALC Headquarters.

**The NALC will not stop until we deliver the cure. Someday** our efforts will ensure every family is free from the harm of muscular dystrophy, ALS and life-threatening neuromuscular diseases. The NALC and MDA hope we can count on you to make this happen.

