

A BENEFIT FOR THE MUSCULAR DYSTROPHY ASSOCIATION
TO FUND ALS RESEARCH

MDA's *Wings*
OVER WALL STREET®

SEPTEMBER 22, 2011 5:30 PM TO 9:30 PM

GOTHAM HALL
1356 BROADWAY, NEW YORK

OUR BATTLE AGAINST ALS CONTINUES...

The MDA's Wings Over Wall Street® Executive Committee is proud to be able to present the following awards at this year's MDA's Wings Over Wall Street® gala:



SPIRIT AWARD – Harlan Homes and the Homes Family: Katherine, Harper & Henry

The Spirit Award is given to a person or persons who have demonstrated extraordinary commitment and dedication to the eradication of ALS by raising awareness, advocating for funding, and promoting research for a cure.



MICHAEL P. BEIER AWARD – Matthew DeSalvo

Managing Director, Credit Suisse and Head of Equity Sales Trading and Cash Trading

The Michael P. Beier Award, named in honor of former Wings chair Michael Beier, is given to someone who inspires, encourages, and motivates others with devotion and energy to find a cure for ALS.



DIAMOND AWARD – Serge Przedborski, MD, PhD

Center for Motor Neuron Biology and Disease, Departments of Neurology, Pathology and Cell Biology, Columbia University, NY

The Diamond Award, named in honor of Wings founder Toni Diamond, is given to a scientific leader dedicated to the eradication of ALS.



HUMANITARIAN AWARD – Mary E. Gottlieb (Beth)

Director, Knight Capital Americas, L.P.

The Humanitarian Award is given to someone who has provided extraordinary personal and public support to help find a cure for ALS.

GUARDIAN ANGEL SPONSOR

\$50,000 donation to MDA
Fair Market Value \$3,750

ANGEL SPONSOR

\$25,000 Donation to MDA
Fair Market Value \$2,250

COCKTAIL SPONSOR

\$15,000 Donation to MDA
Fair Market Value \$1,800

HOPE SPONSOR

\$10,000 Donation to MDA
Fair Market Value \$1,500

FAITH SPONSOR

\$5,000 Donation to MDA
Fair Market Value \$1,200

LOVE SPONSOR

\$3,000 Donation to MDA
Fair Market Value \$900

RESEARCH MINUTE SPONSOR

Help eradicate ALS by sponsoring crucial research minutes. MDA spends approximately \$100 for every minute of ALS research.

Full hour of research \$6,000
Half hour of research \$3,000
Ten minutes of research \$1,000
Five minutes of research \$500
One minute of research \$100

INDIVIDUAL ADMISSION \$300

Estimated Fair Market Value of each admission is \$150.

ADVERTISING IN COMMEMORATIVE EVENT JOURNAL

Support the fight against ALS with a Commemorative Event Journal Ad.

Color Full Page Ad \$2,000
Full Page Ad \$1,000
Half Page Ad \$500
Quarter Page Ad \$350
Wings Supporter (Name listing) \$250

Please contact MDA for advertising sizes and specifications for submission. Journal Deadline is August 19th, 2011.

2011 COMMITTEE



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Co-Chair



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MDA's Wings Over Wall Street® is a labor of love, conceived by people affected by ALS. Fueled by the finance and business communities in New York, the event is a celebration of hope for a cure that raises much needed research dollars in the Battle to stop ALS.

At the start of 2011, MDA's ALS research portfolio includes 69 active research grants, the total sum of which equals \$19.7 million. Since inception, MDA has funded over \$290 million for ALS services and research. MDA's ALS Division mission is to find treatments and cures. This means not only funding excellent basic research, but also capitalizing on this pipeline with programs targeted to each phase of research required to move promising projects out of the labs and into the clinic.

Over the past 10 years, Wings Over Wall Street has raised \$9,000,000. Funds have been invested into the most advanced research in the field. MDA's ALS Division, The Eleanor and Lou Gehrig MDA/ALS Center at Columbia University and The Robert Packard Center for ALS Research at Johns Hopkins University continue to make major strides in the pursuit of a breakthrough as a direct result of the support of Wings Over Wall Street.

Together, we **WILL** find a cure.

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