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September is Muscular Dystrophy Awareness Month

**FOR IMMEDIATE RELEASE**

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## **42nd ANNUAL JERRY LEWIS LABOUR DAY TELETHON FOR MUSCULAR DYSTROPHY CANADA (MDC)**

TORONTO, August 13 - Remember the Jerry Lewis Telethon for Muscular Dystrophy on Labour Day weekend? Perhaps like many Canadians, you have fond memories of this annual tradition of giving... the celebrity appearances... the heartwarming stories of children and adults overcoming the challenges of neuromuscular disorders... and the opportunity to make a difference in their lives.

Muscular Dystrophy's annual telethon isn't aired in Canada as much as it used to be. It's often only available to those who can access U.S. based stations via satellite or digital cable.

As a result, many of our friends have missed their chance to support **Muscular Dystrophy Canada (MDC)** with their annual telethon gift. But the need for support has never been greater. We really count on the money raised from the telethon to help support our programs and services for children and adults.

That's why **MDC** is again encouraging Canadians to participate in the 2007 Telethon by calling our volunteers in pledge centres in Ontario and Montreal.

Muscular Dystrophy Canada is thrilled to recognize Manulife Financial Corporation as a returning sponsor of the 2007 MDC Telethon. This year marks the 7th consecutive year that Manulife has provided one of their Toronto call operations as our National Pledge Centre.

All Telethon donations received in Canada stay in Canada and support Muscular Dystrophy Canada's work of research, education, services and advocacy for persons with a neuromuscular disorder. Please phone in your donation. Your support could not come at a better time. Our waiting lists for equipment and services continue to grow every day.

Our team of volunteers will be waiting for your call and pledge of support. MDC knows firsthand the tremendous support for persons with neuromuscular disorders provided by the volunteers and donors of MDC, without the help of individual Canadians who call our pledge centres or help in other ways, persons with one of more than 100 neuromuscular disorders will go without needed equipment, information and access to other resources -- resources which are vital to help improve the quality of the lives of children and adults with muscular dystrophy.

SPECIAL THANKS TO FIRE FIGHTERS FOR SUPPORTING MUSCULAR DYSTROPHY CANADA SINCE 1954!

Taxation Charity Registration Number | 10775 5837 RR0001

This year, Muscular Dystrophy Canada volunteers will be on standby waiting to receive your calls from **Sunday September 2<sup>nd</sup>, at 9PM EDT to Monday September 3<sup>rd</sup>, at 6:30PM EDT**

We invite you, your friends and family to participate by making a gift:

If you are calling from the Ontario counties of Leeds and Grenville, please call 1-888.844.2746.

If you are calling from Windsor or Southwestern Ontario, please call 519.560.3577.

In Toronto please call 1.800.567.2873 to be connected with our Toronto Pledge Centre

If you are calling from Montreal and area, please dial 514.393.3522 on Labour Day only.

If you are outside of the local Montreal calling area and reside in Quebec, please dial 1.800.567.2236.

Please consult your local TV listing for the U.S. based station available in your area through your cable or satellite signal provider.

Please help us “make muscles move”; your phone call is the most important call we will receive!  
Further information about neuromuscular disorders and Muscular Dystrophy Canada can be found at [www.muscle.ca](http://www.muscle.ca)

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For Further Information or to arrange an interview please contact:

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