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Get Ready for the Ride of Someone Else's Life: The ALS Association 8th Annual Napa Valley Ride to Defeat ALS Becomes a Statewide Event to Help Fight Lou Gehrig's Disease



Wednesday, May 23, 2012

After seven highly-successful years as a signature event for The Golden West Chapter of The ALS Association, it was announced that the 8th Annual Napa Valley Ride to Defeat ALS and Walk on Saturday, June 30, 2012 will now be a statewide event. The Greater Sacramento, Orange County and Greater San Diego Chapters will join the Golden West Chapter to collaborate on this fundraising and community building event that creates the hope and action needed to conquer Lou Gehrig's Disease.

Napa Valley, California (PRWEB) May 23, 2012

After seven highly-successful years as a signature event for The Golden West Chapter of The ALS Association, it was announced that the 8th Annual Napa Valley Ride to Defeat ALS and Walk on Saturday, June 30, 2012 will now be a state-wide event.

The Greater Sacramento, Orange County, and Greater San Diego Chapters will join the Golden West Chapter to collaborate on this fundraising and community building event that creates the hope and action needed to conquer Lou Gehrig's Disease. With their shared vision, mission and commitment to provide services and information in their respective areas throughout the state, the California chapters of The ALS Association serve the ALS community as leaders in care services, research and public policy efforts.

The leadership of each of the chapters offered a unique perspective on the decision. "This year's Ride to Defeat ALS is an opportunity to bring all of California together," said Fred Fisher, President and CEO of the Golden West Chapter. "With our voices united and heard over a wider area, each donation will have a greater impact throughout the state."

"I am pleased that for the first time, every ALS Association chapter throughout California, whose mission is to open its doors every day and do all we can to help the brave people that are fighting ALS, have joined together to support this event," said Greater San Diego Chapter Executive Director Tom Courtney.

"The heart of our mission is to leave no stone unturned in the effort to find a cure for ALS," said Keith Regan, executive director, Orange County Chapter. "This statewide alliance for the Ride to Defeat ALS brings us a step further in our quest."

"The Napa Valley Ride to Defeat ALS will be a destination event for all ALS Association supporters throughout California," said Amy Sugimoto, executive director, Greater Sacramento Chapter. "It has the potential to raise millions to support The Association's cutting-edge research, public policy efforts and care services programs."

Originating at the Yountville Veteran's Home, the Ride is open to the public, offers four different cycling routes (100, 60, 25, or 10 miles) and one walking route (2 miles). During the day, we honor the strength and courage of people with ALS and their families and remember those who have valiantly battled the disease. All funds raised support the mission and vision The California chapters of The ALS Association.

Each chapter provides a multitude of services to people with ALS, their loved ones and the community at-large including:

- High-quality care through chapter-supported multidisciplinary ALS centers and clinics, care managers and support group facilitators.
- Resources and information about ALS and services including equipment loans, physician referrals, reference libraries, resource guidance and more.
- Leadership in research, awareness and public policy initiatives.
- Fundraising to enable research for the cure and improve the quality of living for local individuals afflicted with ALS.

For the people living with ALS and the professionals who have dedicated their careers to helping them, this statewide Ride effort offers unprecedented excitement and hope. "There are two things that are very important for someone with ALS- research to find a cure or treatment and to live long enough to benefit from that discovery," said Kay Thomas, who has been living with ALS for more than eight years. "The ALS Association is committed to research on this disease and is also helping people cope with the challenges of living with ALS. From support group meetings, to equipment loan closets, to case managers, to educational seminars, to caregiver referral lists, people with ALS and their families know they have support and are not alone."

Longtime Ride to Defeat ALS cyclist and person with ALS, Matt Chaney added, "As a person with ALS, I know we are all looking for a needle in a haystack to find a cause, treatment or cure for this devastating disease. The ALS Association's approach is to look in many haystacks. Others are looking in just one. As the only national organization focusing solely on ALS on all fronts, I feel my donations get the best bang for the buck."

Dr. Robert Miller of the Forbes Norris ALS Research Center said, "The Napa Valley Ride to Defeat ALS offers the opportunity for community building and increasing public awareness about ALS. The funds raised support the research into this terrible disease through activities like the California ALS Research Summit; important public policy initiatives, such as the California tax check off on line 414- ALS/Lou Gehrig's Disease Research Fund; and educational opportunities for people with ALS and their families like the 'Ask the Experts' seminars and monthly support groups. I hope that everyone can join us either in person or virtually to strike a major blow in the battle against ALS."

To learn more about the 8th Annual Napa Valley Ride to Defeat ALS and Walk, please visit our website at www.ridetodefeatals.org, email us at ride(at)ridetodefeatals(dot)org, or call us at (415) 904-2572.

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