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“ORANGE YOU HAPPY TO ERASE MS”
MONTH OF MAY MS AWARENESS CAMPAIGN

Los Angeles, CA – March 2011 – Each year, Multiple Sclerosis (MS) Survivor and advocate Nancy Davis celebrates the “Orange You Happy to Erase MS” campaign during the month of May, the official MS Awareness month, by selling a variety of orange products to benefit the cause and elevate the public awareness about MS, hosting the annual star-studded *Race to Erase MS* gala.

Orange, the vibrant color of hope which has been chosen to represent Multiple Sclerosis, has inspired a variety of companies and designers to create unique orange products which will be sold to benefit *Race to Erase MS* and the Nancy Davis Foundation for Multiple Sclerosis. In 2011, the following generous orange campaign partners will be donating all or a portion of their sales to promote MS:

- Proceeds of an exclusively designed shirt and a crown necklace, earring and ring collection from **Peace and Love Jewelry by Nancy Davis**.
- 30% of the proceeds from any item purchased from the Peace and Love Jewelry by Nancy Davis retail website will be donated to the charity.
- Beginning in April **Harry & David** will donate 20% of the proceeds from their Royal Oranges.
- **Judith Ripka** will give 20% of the profits made from sales on their website as well as 20% of sales from their Beverly Hills store.
- **Kitson** will support the campaign by selling “Orange Campaign Collection” items with proceeds going to charity.
- Proceeds from a guest room package at the **Mandarin Oriental New York** for the month of May.
- **Laura Geller’s** “Bring on the Bronze” make-up collection will provide 20% of proceeds to the foundation.
- **Don Francisco’s Coffee** custom Orange Essence blend will help the cause.
- **Jewelry for a Cause** has designed an exclusive orange Buddha necklace, also available through Wishlist.com, with 20% of the proceeds going to the organization.
- **Kashwere** will donate 20% of sales from their Terracotta Throw, Pumpkin/Crème Car Coat and DuckKreature baby blanket. Purchase of any of these items will receive a cozy pair of Kashwere socks as a gift with purchase.
- **Avalon Hotel, Oliverio** restaurant has created a special drink and dessert exclusively for the campaign and will donate 20% of the proceeds.
- **EFX Performance Inc.** created a signature holographic performance band to support the foundation year round.
- **Zaza Collection** will donate all sales of their “Orange Campaign” products to the organization.
- **Deuce Brand** produced a customized watch for the campaign with \$5 per watch going to the charity.
- A collection of pieces including an exclusively designed pair of “orange” studs by **Big Bang Jewelry**.
- **Archipelago** will contribute to the foundation by providing 50% of the sales on their Orange soy candle.
- **Arbonne, The Bakery Boutique, Bold Girlz, Bonnie Marcus, Chelsea Taylor, Donni Charm, Dry Divas, Farm Fresh to You, Intermix, Isaac Mizrahi, Kid Dangerous, Lisa Hoffman Beauty, The Nuddle Blanket,**

Premiere Moissante, ProFlowers, P.S. Koveralls, Red Envelope and Stella & Dot are also Orange Campaign Partners contributing to the foundation.

All those participating in the Orange Campaign will be directly benefiting the Nancy Davis Foundation for Multiple Sclerosis, which is dedicated to not only developing treatment for MS but ultimately finding a cure.

MS Awareness month 2011 will kick-off on Friday, April 29 as Nancy Davis hosts the 18th Annual *Race to Erase MS* event taking place at the Hyatt Regency Century Plaza Hotel in Los Angeles. The annual star-studded gala has raised more than \$35 million for the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls program, which was founded by Davis in 1993.

Funding research is the core focus of the Nancy Davis Foundation for Multiple Sclerosis and significant strides have been made to find the cause and cure of this debilitating disease. All funds raised support “The Nancy Davis Center Without Walls” program, a unique collaboration of the world’s leading MS research scientists currently representing UC San Francisco, Brigham & Women’s Harvard Hospital, Yale, The Cleveland Clinic, Oregon Health Science University, Johns Hopkins and University of Southern California. This nationwide collaboration of physicians, scientists and clinicians are on the cutting-edge of innovative research and therapeutic approaches to treat MS. It is the hope of the Foundation that in addition to combating MS through research in a clinical environment, awareness will be created by educating the public about this mysterious disease.

You can support the orange campaign by visiting participating retailers and shopping online at www.erasems.org.

Tickets to the 18th annual *Race to Erase MS* start at \$1,000 and tables start from \$10,000 up to \$50,000. To purchase tickets for the event, please contact info@erasems.org or 310.440.4842.

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