



## MONTH OF MAY AWARENESS CAMPAIGN FACT SHEET

### **EVENT SUMMARY:**

“Orange You Happy to Erase MS” Month of May Campaign was started in 2008 to engage the community, heighten awareness and raise funds for multiple sclerosis research. 2014 marks our 7<sup>th</sup> annual month of May campaign.

With the support of Campaign Partners, we can further our funding efforts to find a cure for multiple sclerosis and bring hope to millions of people with MS. Funds raised through our “Orange You Happy to Erase MS” campaign support our Center Without Walls Program, a selected network of the nation's top MS research centers.

In 2013, the following generous orange campaign partners donated a portion of their sales to promote MS: Stuart Weitzman, Alex and Ani, Laura Geller, Kashwore, Peace and Love Jewelry, Shoe Dazzle, Harry and David, Don Francisco’s, and Red Envelope among others.

### **CAMPAIGN PARTNER PARTICIPATION:**

We ask retail companies to join us as Campaign Partners in our fight to erase multiple sclerosis by selling product and/or services on behalf of the Race to Erase MS during the month of May. The invaluable support as a partner will help propel us one step closer to finding a cure for MS in conjunction with educating the community about the disease through the sale of a product and/or service.

Product can be sold via company website, retail locations and/or on the EraseMS.org Shop website. We will market product through all of our social media outlets and drive traffic to Campaign Partner website and/or retail locations.

### **EVENT THEME:**

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 are sold to benefit the Race to Erase MS. We encourage any product that is donated to our charity to have a design corresponding with this symbolic color, or our official logo can be incorporated into a hang tag if the item is not orange.

### **CELEBRITY SUPPORT:**

We are so appreciative to have the support of entertainment industry. In past years, Kelly Osbourne, Avril Lavigne, Kelly Rutherford, Paris Hilton, the entire cast of *Dancing with the Stars*, Jessica Szohr, and Aly and AJ were among the generous celebrities who helped to build awareness by promoting products for our “Orange You Happy to Erase MS” month of May campaign.

### **PUBLIC RELATIONS CONTACT:**

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