Los Angeles, CA – April 1, 2010 – 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, hosting local fundraisers and 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 2010, the following generous orange campaign partners will be donating a portion of their sales to promote MS:

- Celebrity designed t-shirts from singers Avril Lavigne and Ziggy Marley, as well as Paris Hilton with a 100% of the proceeds benefiting the foundation. Ziggy Marley and Paris Hilton have also designed jewelry.
- A collection of shirts, jewelry and flip flops from Peace and Love Jewelry by Nancy Davis.
- Donni Charm custom designed scarves with 50% of their sales benefiting the cause.
- Kitson boutique will donate 100% of the sales of their “Orange Campaign” products to the organization, as well as a percentage of sales from all of their retail locations for the month of May.
- The adorable children’s store, Gymboree, will offer a percentage of profit made off of their Citrus Romper and other select items.
- MAXX NY will give a percentage from their website and has also designed the official gift bag for the Race to Erase MS event.
- Shoe Dazzle, founded by Kim Kardashian, has designed a special orange “Nancy” shoe in which proceeds will go to the foundation.
- Simon G jewelry will give 20% of proceeds in the month of May to the foundation.
- Pascal Mouawad jewelry will give 20% of the profits made off of selected items to the organization.
- ProFlowers and Red Envelope are offering 10 dollars from every sale made through a designated link, to the foundation.
- Nuddle Blanket will donate 20% of the sales of kids Nuddle during the month of May.
- Zaza Collection, Lisa Hoffman Beauty, Archipelago, CHRISTOnyc.com, Berman, Pacific Essentials and P.S. Koveralls 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.

The 2010 MS Awareness month kick-off party will take place on May 1st at Kitson on Melrose from 2:00 – 5:00pm as they sell a variety of orange products in their stores including the Donni Charm scarf, Peace & Love Celebrity Designed T-Shirts, Simon G jewelry and more, with 100% of the sales going to benefit Race to Erase MS that day and throughout the month of May.

The following week on Friday, March 7th, Nancy Davis will host the 17th 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 $30 million for the Nancy Davis Foundation for Multiple Sclerosis and its Center Without Walls program, which was founded by Davis in 1993.

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

CONTACTS:
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Michelle Steinberg  
dOMAIN  
323-659-0012 michele@domainmsa.com
**MEDIA ALERT**

**RACE TO ERASE MS KICKS OFF MAY AS MULTIPLE SCLEROSIS AWARENESS MONTH WITH A FUNDRAISER AT KITSON BOUTIQUE**

**SATURDAY, MAY 1, 2010**

**WHAT:** Multiple Sclerosis (MS) Survivor and advocate Nancy Davis will kick off May's MS Awareness month with a party at the Kitson Melrose Boutique with the help of a newly formed Junior Committee devoted to the cause.

Inspired by Nancy’s dedication to finding a cure, and with the early desire to make a difference, a group of Los Angeles high school students have formed a Junior Committee to raise funds and awareness for the Nancy Davis Foundation for Multiple Sclerosis and the Nancy Davis Foundation for Multiple Sclerosis. The junior committee, including Paris Sanders (Marlborough '14), Owen Thiele (Crossroads '14), Katie Kaplan (Marlborough '14) and Caroline Catherine Bell (Harvard-Westlake '14), has been involved in all the planning details and will host the event, inviting nearly 300 of their friends, LA community members and supporters of Nancy Davis to participate. Committee member and student Owen Thiele will be performing at the event which will include a raffle and the sale of many “orange” items to benefit the cause, with orange being the vibrant color chosen to represent hope in the fight against Multiple Sclerosis.

Throughout the month of May, Kitson will sell a variety of orange products in their stores including Peace & Love by Nancy Davis products, Celebrity Designed T-Shirts and Jewelry, Donni Charm scarf, Simon G jewelry and more with 100% of the sales going to benefit the foundation. In addition, Kitson will donate 1% of all Kitson store sales for the month of May to the Nancy Davis Foundation in support of MS awareness.

**WHEN:** Saturday, May 1, 2010
2:00 PM – 5:00 PM  Media Check-in: 1:00 PM

**WHERE:** Kitson Melrose
8590 Melrose Avenue
West Hollywood, CA 90069

**RSVP:** To request media credentials to cover this event, contact Andy Gelb or Stephanie Samson of Slate PR at (323) 556-0444 or stephanie@slate-pr.com.
• **The Ellen Show**: Aired April 31, 2010 to talk about the Nancy Davis Foundation – Paris and Kathy Hilton on show and promoted Orange campaign and Foundation.
**EXTRA**: Aired Thursday, May 13, 2010
Mario Lopez shopping at Gymboree for Baby Clothes: Included a pop-up mentioning Gymboree's participation with the Orange Campaign
• **Good Day LA**: Aired May 5, 2010 08:00-09:00am. Nancy Davis was on discussing Orange Campaign, Erase MS Forum and Nancy Davis Foundation.
- **The Doctors**: Aired May 5, 2010
  Nancy Davis was on discussing Orange Campaign, Erase MS Forum and Nancy Davis Foundation.
• **KABC**: Aired May 5, 2010 at 4:40pm
Nancy Davis on discussing Nancy Davis Foundation and Centre Without Walls research at USC
Join the NANCY DAVIS FOUNDATION for MULTIPLE SCLEROSIS during the month of May

Orange you Happy to Erase MS

SHOP ONLINE
ERASEMS.com during the month of May and propel us one step closer to finding a cure for millions affected.

PARTICIPATING RETAILERS

Archipelago
Arvind Lohith for The Art of Lotion Foundation
Berman
CHRISTO.co.com
Dämni Charm
Flowers 4 MS
Gymboree
Hilson
Lisa Hoffman Beauty
MAXX NEW YORK

The Nudie Blanket
Pacific Essentials
Pascal
Peace and Love Jewelry by Nancy Davis
ProFlowers
PS. Kowenoff
Red Envelope
Steve Dazzle
Simon G
Zara Collections

FOLLOW US ON:

The Nancy Davis Foundation for Multiple Sclerosis is a non-profit organization dedicated to the treatment and ultimate cure of MS. Funding research is at the core of the Foundation's mission. With funds raised supporting our Career Without Limits program, a selected network of the nation's top MS research centers.

The Nancy Davis Foundation for MS, 12610 Ventura Blvd, Suite 1008, Los Angeles, CA 91607. 310.446.4646. eraseMS.com. www.eraseMS.org
Making Strides

Nancy Davis spurs MS research with fundraising foundation

Multiple sclerosis awareness month

Race, expo and product sales aim to erase MS

pea=love
to erase ms

Nancy Davis, who lost multiple sclerosis, created a foundation 38 years ago that has raised millions for MS research.
The Doctors join race to erase MS
May 5, 2010

May is Multiple Sclerosis Awareness Month, and the Nancy Davis Foundation is celebrating with their Orange You Happy to Erase MS campaign, a gala event and roundtable discussion.

SHOP FOR A CAUSE: Click here to shop for products, including the bracelet and t-shirt featured on singer Avril Lavigne (right); the proceeds of which will go towards the Race to Erase MS.

GALA: On Friday, May 8, THE DOCTORS will participate in the Race to Erase MS annual celebrity event. As the principle fundraising effort of The Nancy Davis Foundation for MS, the Race to Erase MS event has been instrumental in raising desperately needed funds for important MS research. Proceeds go directly to The Nancy Davis Center Without Walls program, a unique collaboration of eminent physicians, scientists and clinicians nationwide developing innovative research programs and new therapeutic approaches to eradicate MS.

ROUNDTABLE: On Saturday, May 9, THE DOCTORS’ Dr. Lisa Masterson, Dr. Andrew Ordon and Dr. Jim Sears will host the Nancy Davis Foundation for Multiple Sclerosis MS Roundtable—an open forum discussion with leading scientists from the Nancy Davis Center Without Walls program. The event takes place at the Hyatt Regency Century Plaza located at 2025 Avenue of the Stars, Los Angeles, CA 90067 at 10:30 am PST. It is free and open to the public.

The below distinguished doctors from the Center Without Walls Research Centers will be participating in the panel:

- Brigham & Women’s Hospital, Harvard, Howard Weiner, M.D.
- Johns Hopkins Hospital, Peter A. Calabresi, MD
- The Mellen Center, Cleveland, Ohio, Richard Rudick, M.D.
- Oregon Health Sciences University, Dennis N. Bourdette, M.D.
- University of California, San Francisco, Stephen Hauser, M.D.
- University of Southern California, Leslie Weiner, M.D.
- Yale University School of Medicine, Stephen G. Waxman, M.D., Ph.D.

For more information, visit: http://erasems.org
Doing for a good cause

AVRIL LAVIGNE is one of many celebs involved in May’s Orange Campaign. Brands including Lisa Hoffman Beauty will donate a portion of proceeds toward fighting Multiple Sclerosis for the Nancy Davis Foundation. To learn more, go to eracems.com.
FOR IMMEDIATE RELEASE

EHE International and the Nancy Davis Foundation for Multiple Sclerosis Celebrate the “Orange You Happy to Erase MS” Campaign at Rockefeller Plaza

(Los Angeles, CA — March 2010) — For the month of April 2010, the Nancy Davis Foundation for Multiple Sclerosis and Race to Erase MS will take over the window at 10 Rockefeller Plaza as they promote their “Orange You Happy to Erase MS” campaign which raises funds and awareness for multiple sclerosis. The window, generously donated by EHE International, will be on display from March 31 – April 30.

Tommy Hilfiger, long time supporter of the Race to Erase MS, will design and install the window. Orange, the color that has come to symbolize hope in the fight against MS, is the dominant color in the design of the window, which features the well-known Race to Erase MS logo and a photo of musician Avril Lavigne. Avril Lavigne, who recently joined the Board of Directors of the Nancy Davis Foundation, wears a t-shirt designed by Nancy Davis to benefit the Foundation as part of her Peace & Love collection. The window will also give passersby a way to make a difference, by providing them with the EraseMS.org website and a list of participating retailers like Kitson, Peace and Love Jewelry, and Lisa Hoffman Beauty who are selling merchandise during the month of May to benefit the organization.

A video featuring information about MS, the Nancy Davis Foundation for Multiple Sclerosis, and the Center Without Walls will be on a constant loop as part of the display so that viewers will get a chance to learn more about the cause. The video also features highlights from Nancy Davis’s annual celebrity charity event, the Race to Erase MS, now in its 17th year. To date, the annual Race to Erase MS charity event has raised over $30 million dollars for MS research. Also displayed in the video are items for sale to benefit the Nancy Davis Foundation for Multiple Sclerosis. Speaking about the window Deborah McKeever, President of EHE International said “We hope to educate people about Multiple Sclerosis, and the work The Nancy Davis Foundation is doing to raise public awareness. We encourage everyone to recognize and act on any warning signs or symptoms they might discover.” Each year, MS Survivor and advocate Nancy Davis raises awareness and funds for the cause by hosting a star-studded event. This year, the 17th Annual Race to Erase MS event will take place at the Hyatt Regency Century Plaza Hotel in Los Angeles on May 7, 2010.

ABOUT EHE INTERNATIONAL
Since 1913, EHE has been the recognized leader in preventive medicine. Its clinical protocols are specifically designed for the early detection of preventable disease and its associated risk factors. The company is well-known for its patient-centered approach to preventive care management. In addition to the physician’s assessment, each personalized program includes clinical team management of health findings; appointment coordination with other physician/healthcare specialists; personal coaching, and a patient-accessible electronic medical record. Nationally available, EHE’s programs are designed for integration into self-funded employer-sponsored medical plans, and are available to individuals seeking alternatives to traditional preventive care access and options.
RECESSION? what recession? Hotel heiress Paris Hilton power shopped until she dropped more than $20,213 at West Hollywood boutique Liv! On Sunset in just one hour. Without even looking at price tags, a casually dressed Paris flipped through the store, grabbing items off the shelves — tons of jewelry, U.K. brand Superdry sweatshirts, tops and bottoms, Sass & Bide clothing and Rebecca Minkoff handbags — as a sales clerk rang them up at the counter. "I don’t know how I’m even going to fit everything in the car," a very happy Paris remarked as she hauled her bags out of the store on April 29. An insider at Liv! On Sunset tells Stor, "It was a good day for us. That’s an understatement!"

With three shopping bags in each arm, Paris practically cleaned out Liv! On Sunset.

StarMix

Paris Spends

$20,000

IN AN HOUR!

20

$10.98

Totals

$202.13

Grand total:

$20,213!
Avril Lavigne Designs T-Shirt to Erase MS

May 8, 2010


Avril Lavigne designs T-Shirt to Erase MS

Saturday, May 08, 2010

Posted by Jacob Burch at 01:00:00 AM

Read more: Celebrity Charity. Seen on TV

Rocker Avril Lavigne has turned fashion designer, teaming up with Race to Erase MS to create a Rock It To Erase MS t-shirt. The shirt sells for $30, and all the proceeds go to the Nancy Davis Foundation in the fight against Multiple Sclerosis.

Avril also performed Friday at the 17th Annual Race to Erase MS event in Los Angeles.

And how would you like to smell like the Skater Girl? Avril recently posted on her website that her first fragrance, Black Star is a finalist for Fragrance of the Year – Women’s Popular Appeal at the FiFi Awards, or the Oscars of the perfume world. If you’re a fan, you can vote for her online, before the FiFi’s are handed out June 10th in New York City.
OK!'S HOT 5 THIS WEEK

SWEET TEE
Get Avril Lavigne's limited edition T-shirt (benefiting the Nancy Davis Foundation) for $30 at shopkitson.com or at shop.erasems.org.

Inside the US Style Party

BRET'S BRAVE FIGHT

BRAD MOCKS JEN

THE US BUZZZZ-O-METER
From good vibrations (one bee) to major quakes (four bees), the people, places and things that are keeping Us abuzz...

SIMON G RING
Melissa Rivers and Karina Smirnoff (on this bling; proceeds go to the Nancy Davis Foundation for N.S. CER, 110; shop.erasems.org)
May 14, 2010

Upcycled Gifts That Also Fight Multiple Sclerosis

Posted by Sarah Engler

Estimated 442,100 visits over last 30 days

I'm thinking you could kill a whole flock of birds with one stone here... or whatever a less violent-sounding saying might be.

These cuff links from Red Envelope are an amazing gift for a baseball lover because they're made from old seats from some of the country's most beloved--and rapidly disappearing--stadiums. Plus, if you buy them (or anything else from Red Envelope) before the end of this month, $10 will go to the Nancy Davis Foundation for Multiple Sclerosis. Just make sure you click through the Nancy Davis Foundation's shopping page. A good incentive for early Father's Day shopping if I ever heard one.
[do some good]

Fight MS with Gymboree

During the month of May, buying select orange items from Gymboree will do more than just give your little one a super cute and comfy outfit in which to play. For each item you purchase, $1 will be donated to the Nancy Davis Foundation for Multiple Sclerosis, an organization dedicated to finding a cure for this disabling disease.

Gymboree from $23

See shopping guide for det.
New BEACHY Styles!

ALL-AMERICAN STYLE!

It's that time again!

GYMBOREE REWARDS

We’ll Donate $1 from each purchase of select orange items* to the Nancy Davis Foundation for Multiple Sclerosis.

GYMBOREE is proud to support their efforts to raise awareness and find a cure for MS.

SPECIAL! $5 SHIPPING
May 2010
Retail In-Store Display
22,616,600 visitors per month

HURRY -- the Gymboree 30% discounts end on May 16, 2010

Visit the Gymboree website for your 30% off coupon and more -- expires May 16, 2010.
http://mrg.bz/jdM67

If you like this ...
Salute to Moms Week 35+ celebrates Richmond's older moms and grandmothers
The Green Hour is hosted by Lewis Ginter Botanical Gardens twice monthly
Summer months create loss of skills and knowledge for children
Grandparents Make Great Mentors
View all »

Hurry and shop at Gymboree for children and you'll get 30% off everything you buy - but you must shop TODAY! The Circle of Friends 30% discount is a great way to find stylish summer clothes for children or grandchildren at a great savings.

Gymbucks for later

Gymboree is also offering their great $25 gymbucks with your purchases too. These gymbucks are good on future purchases and can save you lots on children's clothing and accessories.

Donations for Multiple Sclerosis

Gymboree is also donating $1 of every purchase of select orange items to the Nancy Davis Foundation for Multiple Sclerosis. This makes it an even better reason to shop today.

Shop online for savings

You can also shop online for 30% savings and take advantage of the special $5 shipping offer. You can't afford to miss this online sales event at these great prices.

Richmond locations

Richmond Virginia is home to several Gymboree locations that are easily accessible and convenient from the Greater Richmond Area. They include Gymboree at
Kick off MS Awareness Month with the Nancy Davis Foundation and *Orange You Happy to Erase MS* gift bag. Features items from Simon G, Gymboree, ProFlowers and more.
Race to Erase MS Party
May 7, 2010

***Please see link for video footage***
Orange you happy to Erase MS

Posted on May 5th, 2010

Nancy Davis exemplifies being spectacular with MS

Last week while watching my DVRd episode of the Ellen Degeneres show, I was excited to see Paris and Kathy Hilton giving voice to a Multiple Sclerosis (MS) awareness campaign. Regular readers of my blog will remember that my aunt lives with MS. The women shared their personal family experience with MS, and then talked about some cute ways to support MS awareness and research by shopping! If you are interested in learning more about the Orange you Happy to Erase MS campaign for May, check out Nancy Davis today on The Doctors. Davis founded the Nancy Davis Foundation for Multiple Sclerosis in 1993 after being diagnosed with multiple sclerosis.

Each year, 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, hosting local fundraisers and the annual star-studded Race to Erase MS gala.
Race to Erase MS

In honor of Multiple Sclerosis Awareness Month, the Nancy Davis Foundation for MS is hosting its 16th annual Race to Erase MS Gala, a full-fledged fundraising affair with live performances by The Eagles and Michelle Branch and auctions with more than 500 items. On the block? The first U.S. model of the 2009 Lamborghini LP 560-4 Spyder, specially detailed in black and orange, and a weeklong stay at Tommy Hilfiger’s estate in Mustique—right next door to Mick Jagger. Or pick up a brightly colored piece from the “Orange You Happy to Erase MS” line, proceeds of which benefit Davis’ foundation and its Center Without Walls research program. Says MS survivor Davis: “We decided we needed to brand MS with a healthy color [like orange], and I thought of vitamin C...it’s just a happy, healthy color.” May 8, Fri., 6:30pm. Tickets $1,000. At the Hyatt Regency Century Plaza Hotel, 2025 Ave. of the Stars, Century City. erasems.org —Chair Tu
STAR SUPPORT

Race to Erase Multiple Sclerosis

Juice up your summer wardrobe with these Orange You Happy to Erase MS items and help support efforts to find better treatment and, ultimately, a cure.

CORAL CUFF
Alexandra Knight’s genuine alligator bracelet brightens any wardrobe. $90. shopformsms.org

FLIRTY FROCK
This Alice+Olivia Madison party dress is one of my favorites,” says Lisa Rinna. “It can look good and feel good, plus 50 percent of the proceeds support a great cause.” $475. Alice+Olivia, 310-236-0200

SUMMER SCENTS
100 percent of profits from the Lavanian Neroli scent will go to the foundation for the month of May. Must be purchased from Lisa Hoffman Beauty Web site. 8504. LisaHoffmanBeauty.com

PUT A RING ON IT
G. Neil Lane for Ardoioo 100 percent goes to charity. 897% Arcade. 522-544-0018

HOW YOU CAN HELP!
May is national MS month, show your support by buying the items shown above or making a direct donation. Affecting over 400,000 Americans, MS causes the body to attack healthy tissue, which results in the loss of muscle control. Erase MS has raised more than $30 million to fight the disorder, which targets three times as many women as men, typically between the ages of 20 and 50. Davis Center Without Walls, a cutting-edge research and treatment program, continues to work tirelessly in pursuit of a cure.

For more information, visit the Web site erasems.org.
... to spend your tax refund

Before you blow your cash on a box set of 30 Rock, indulge in some guilt-free shopping: In May, an army of designers, including Tommy Hilfiger, will sell orange-themed goodies—bracelets, tees, wallets—to raise money for the Nancy Davis Foundation for Multiple Sclerosis. It's part of a new campaign, Orange You Happy to Erase MS (aww!). Your dollars will help fund research for the disease, which affects twice as many women as men and can cause complete paralysis. "This disease is affecting too many women in their prime," says Nancy Davis, who has battled MS for 17 years. Just go to EraseMS.org and start shopping.

—Jihan Thompson
ERASE MS GIFT BAG

White House Black Market’s Nancy Davis Foundation for Multiple Sclerosis bag includes this Alice + Olivia dress and items from Tommy Hilfiger, Lisa Hoffman beauty, Tory Burch and more. Erasems.org.

For these and other fab prizes, go to intouchwinit.com! NO PURCHASE NECESSARY.
Open to current legal residents — ages 13 and older — of the United States and the District of Columbia. Void elsewhere and where prohibited or restricted. For full rules and free entry, go to intouchwinit.com.
"I want a cure fast"

By Soraya Ramos Staff Writer

W hen Nancy Davis first was diagnosed with multiple sclerosis 18 years ago, she was told by the medications to go home and go to bed.

"It was so scary," she said. Her son, Bryan Davis, 14, is her right hand as the chief financial officer of Millennium Partners, a San Fernando Valley-based investment firm and co-founder of the Los Angeles chapter of the National MS Society, LA LIFE.

"I want a cure fast," Davis says. MS is a chronic neurological disease that affects three systems in the body:

- Nervous System
- Senses
- Motor System

"It's always a fight," Davis comments. The idea of "I want a cure fast" is just that. The disease is progressive, and there is no cure. The symptoms can vary from person to person and can range from mild to severe.

Davies, who was diagnosed with multiple sclerosis 18 years ago, holds an annual event for treatment and fundraising for the disease.

THE 16TH ANNUAL RACE TO ERASE MS

When: May 8, 2010

Nancy Davis, a lifelong resident of the San Fernando Valley, is the founder of the Los Angeles chapter of the National MS Society, LA LIFE. She is joined by her husband and co-founder of the organization, Bryan Davis.

Nancy Davis, who was diagnosed with multiple sclerosis 18 years ago, holds her annual event to raise funds for the disease. The event takes place on May 8, 2010, and is open to the public.

About Nancy Davis

Nancy Davis is a lifelong resident of the San Fernando Valley and a passionate advocate for those affected by multiple sclerosis. She founded the Los Angeles chapter of the National MS Society, LA LIFE, in 2002 and has been involved in the organization ever since.

About Bryan Davis

Bryan Davis is a co-founder of the Los Angeles chapter of the National MS Society, LA LIFE, and serves as its executive director. He is a partner at Millennium Partners, a San Fernando Valley-based investment firm, and has been involved in the organization since its inception.

About the Event

The 16th Annual Race to Erase MS is held each year to raise funds for the National MS Society and to bring awareness to the disease. The event is open to the public and includes a variety of activities, such as a 5K run, a kids' fun run, and a dance party.

About the National MS Society

The National MS Society is a nonprofit organization that is dedicated to finding a cure for multiple sclerosis and improving the quality of life for those affected by the disease. The organization conducts research, provides support services, and advocates for policies that benefit those with MS.
Despite her MS, 22-year-old Nancy Davis says she has enough energy to keep up with her daughter Marcella, and Marcella's twin, Isadora. Davis also runs her foundation for multiple sclerosis and its Center Without Walls.

"My traditional doctors at the day don't agree with it," Davis says, adding that she never been on any of the MS medications. "But, ultimately, I have to do what's right for you?"

Sister Barry O'Bryan, MS, 7930-1933, 983-1933, o'bryan@stcharleshospital.com

Davis is the subject of a new book, "The Multiple Sclerosis Cure," by author and patient advocate, Dr. Louis Pantoja. The book is scheduled for release in the fall of 2010.

"My multiple sclerosis is a blessing in disguise," Davis says. "I am now able to write books, and I have the energy to do it."
Help Hollywood Erase MS

Nancy Davis is getting Hollywood heavies to join her in the “Race to Erase MS” -- and they need all the help they can get. Find out how to get involved with gifts starting at just $8!

Right now, products like signature nail polish ($8) Eco tote bags ($12) and Tommy Hilfiger T-Shirts ($25) are selling on the EraseMS web site (www.erasems.org) -- where proceeds benefit the campaign, which funds a network of the nation's top MS research centers called the Center Without Walls program.

Additionally, the upcoming month of May is MS Awareness Month. Similar to breast cancer awareness going pink, supporters are encouraged to wear orange to show their unity.

Anybody can get involved by purchasing shopping the web site, as well as making donations or purchasing tickets for the 16th Annual Race to Erase MS gala on May 8. The event will feature performances by the Eagles and Michelle Branch, with special appearances by Scarlett Johansson, Tom Arnold, Teri Garr, Rob Lowe and Blair Underwood.

Posted April 14, 2009 5:43:00 AM
See All: blair underwood celebs eagles michelle branch Nancy Davis Rob Lowe scarlett johansson teri garr
Philanthropic Festivities

Singer Avril Lavigne embraces her punk, skater girl image while supporting one of her favorite causes: Multiple Sclerosis. And she’s not the only one becoming part of the cause. On May 8, the annual Race to Erase MS charity event will occur, with Avril and other celebrity guests such as Scarlett Johansson and The Eagles slated to attend. The live auction at the May 8 event will feature an orange Gallardo LP 560-4 Spyder Lamborghini—the first of its kind to be available in the U.S., in addition to other amazing gifts such as a seven day stay for fifteen guests at Tommy Hilfiger’s luxurious house in the Carribean island of Mustique. Sure to be a star-studded event, this soiree is certainly one you can feel good about going to, even with that post-party hangover.
# 2010

## PUBLICITY SUMMARY

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**TOTAL VIEWERSHIP: 13,145,900**

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**TOTAL CIRCULATION: 32,770,833**

### ONLINE

<table>
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<tr>
<th>OUTLET</th>
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<th>DATE</th>
<th>CIRCULATION</th>
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<tbody>
<tr>
<td>Whole Living</td>
<td>Upcycled Gifts that also fight multiple sclerosis</td>
<td>5/14/2010</td>
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<td>ABC 7</td>
<td>Nancy Davis Foundation</td>
<td>5/10/2010</td>
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<td>MORE</td>
<td>Looks Good, Do Good</td>
<td>5/15/2010</td>
<td>700,000</td>
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<td>InTouch</td>
<td>WIN IT</td>
<td>5/15/2010</td>
<td>498,800</td>
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<td>Haute Living</td>
<td>Kitson Boutique Presents Race to Erase MS</td>
<td>5/4/2010</td>
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<td>Blue Healer</td>
<td>Orange You Happy to Erase MS</td>
<td>5/5/2010</td>
<td>55,000</td>
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<td>Alexandra Hedin Design</td>
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<td>The Doctors</td>
<td>The Doctors Join Race to Erase MS</td>
<td>5/5/2010</td>
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<td>FLARE</td>
<td>MAY DAY</td>
<td>5/4/2010</td>
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<td>Race to Erase MS</td>
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<td>Spring Fashions from Gymboree and Janie &amp; Jack</td>
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<td>Examiner</td>
<td>Gymboree</td>
<td>5/16/2010</td>
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**TOTAL UNIQUE VISITORS PER MONTH: 30,888,000**