FOR IMMEDIATE RELEASE

Annual Johnstown Walk to Defeat ALS®
to kick-off the Ice Bucket Challenge month of August “Every August Until A Cure”

JOHNSTOWN, PA- On Saturday, August 1st, The ALS Association Western Pennsylvania Chapter will host the annual Johnstown Walk to Defeat ALS® at the University of Pittsburgh-Johnstown campus and also kick off the official Ice Bucket Challenge month (August) by having a major “icing” at the walk’s finish. With the help of Richland Volunteer Fire Company, we are going to start the “Every August Until a Cure” campaign in the heart of Johnstown. All of August will be dedicated to bringing the Ice Bucket Challenge back and there is no better way to do so than on the first day of the month in an area driven by such a community spirit.

Besides the exciting Ice Bucket Challenge, there will be a DJ, basket raffles, fun for the kids and a complimentary lunch served. One of a kind t-shirts will be given to those who raise a minimum of $25 upon checking in at registration. As in years past we will also have our honorary/memorial balloon release at the start of the walk. Participants are invited to purchase red balloons for just $1, which will be released after the starting ribbon is cut. Plus, new this year is an indoor memorial site. There will be a table set up inside Blackington Hall for anyone who would like to display a picture/memorabilia of a loved one who has passed to ALS.

Last but not least, the Johnstown Tomahawks head coach, Mike Letizia, will be there accompanied by their mascot “Chopper” to speak at our opening ceremonies and personally help us kick off the Ice Bucket Challenge! He will even be available for autographs.

Registration will open at 8am and the walk will begin at 10am. Please join us in making this walk the best ever and the Ice Bucket Challenge the biggest in all of August!

University of Pittsburgh-Johnstown:
450 Schoolhouse Rd
Johnstown, PA 15904

Walk website: http://web.alsa.org/Johnstown
Chapter website: cure4als.org