

**The Bachmann-Strauss Dystonia & Parkinson Foundation**  
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***DRAFT FOR REVIEW***

**MAYOR MICHAEL R. BLOOMBERG PROCLAIMS JUNE 18**  
**“DYSTONIA CALL FOR ACTION DAY”**

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**Mayor to Be Keynote Speaker**  
**At 20<sup>th</sup> Annual Dystonia & Parkinson’s Golf Invitational**

New York [DATE] -- New York City Mayor Michael R. Bloomberg has proclaimed June 18 “Dystonia Call for Action Day” as part of a 24-hour social media campaign to create buzz and awareness about dystonia all over the world.

Mayor Bloomberg will be the special guest speaker at The Bachmann-Strauss Dystonia & Parkinson Foundation’s 20<sup>th</sup> Annual Dystonia & Parkinson Golf Invitational, slated for June 18, at Century Golf Club in Purchase, NY. Paula Zahn, award-winning journalist and newscaster, will be mistress of ceremonies.

Dystonia is a neurological movement disorder that causes uncontrollable and, at times, painful spasms in one or more parts of the body. It affects an estimated 500,000 men, women, and children in North America alone, striking more people than muscular dystrophy, Huntington’s disease, and Lou Gehrig’s disease combined.

To gear up for this social media campaign on June 18<sup>th</sup>, people are being asked to post or tweet about “Dystonia Call for Action” and to instruct their friends and followers to be a part of this momentous day by asking, “What’s Your Dystonia Call for Action? Join us on June 18<sup>th</sup> #call4action.” They are being encouraged to share the message and ask their friends to re-tweet it.

The Bachmann-Strauss Dystonia & Parkinson Foundation are asking people to visit <http://www.dystonia-parkinson.org/dystoniacall4actionday> where detailed instructions can be found on how to spread the word on Facebook and Twitter and how to participate on June 18<sup>th</sup>. Finally, they ask that everyone post and tweet one particular phrase from wherever they are, using computers, smartphones, or tablets within that 24 hour period.

**THE PHRASE TO POST AND TWEET:**

**“I call for Dystonia Action, TODAY and Everyday! #call4action <http://tinyurl.com/7m9bdzu>”**

Raising more than \$1 million annually at the golf outing event, to help fund medical research in the fields of dystonia and Parkinson’s disease, it is considered the Foundation’s premier fundraiser. As this event marks its 20<sup>th</sup> year, it also ushers in a special campaign called *20/20: A Clear Path to the Future*, which will help fund an additional Center of Excellence that will encompass both dystonia and Parkinson’s disease.

The golf outing attracts a group of influential people such as the top CEOs of financial corporations to local socialites, and includes Thomas W. Strauss, who is currently CEO and president of Ramius, a Cowen Group company; Mark Standish, president and co-CEO of RBC Capital Markets Corp; and others.

Auctioneer Jamie Niven of Sotheby’s will conclude the evening with an exceptional live auction, featuring such items as a dinner and wine-tasting event at the home of Bonnie and Thomas Strauss, a well-known wine connoisseur; two exclusive golf packages; an escape to Napa Valley Reserve for two couples; a walk-on role in *Anything Goes*, a chance to ride in a McLaren F1 Race Car at a private racetrack, and hard-to-come-by tickets to the New York Yankees, New York Rangers, New York Giants and more.

For further information about The Bachmann-Strauss Dystonia & Parkinson Foundation, visit the Foundation’s web site at [www.dystonia-parkinson.org](http://www.dystonia-parkinson.org). For information about the 20<sup>th</sup> Annual Dystonia & Parkinson Golf Invitational, please contact Christina Pepi, at 212-682-9900.

The Bachmann-Strauss Foundation is an independent, nonprofit, 501© 3 organization that was established in 1995 by Louis Bachmann (1916-2000) and Bonnie Strauss in order to find better treatments and cures for the movement disorders dystonia and Parkinson's disease, and to provide medical and patient information. Key among its efforts, the Foundation funds scientific and clinical research and helps raise awareness of Parkinson's disease and dystonia among the general public and the medical community.

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