



THE BACHMANN-STRAUSS
Dystonia & Parkinson Foundation, Inc.

FOR IMMEDIATE RELEASE

The Bachmann-Strauss Dystonia & Parkinson Foundation

551 Fifth Avenue, Suite 520

New York, NY 10176

Contact: Christina Pepi

(212) 682-9900

cpepi@bsdpf.org

**Jake's Ride Surpasses the Million Dollar Mark and
Celebrates it's 5th Anniversary this coming September in Short Hills, NJ!**

August 13, 2012 – The Bachmann-Strauss Dystonia & Parkinson Foundation presents The 5th Annual Jake's Ride for Dystonia Research. The event will take place on September 30, 2012 at Hartshorn Elementary School located at 400 Hartshorn Drive in Short Hills, NJ. Jake's Ride is a community fundraiser with several bike riding courses including a one-mile, five-mile, 10-mile and 20-mile route traveling through Millburn/Short Hills as well as a one-mile walking course. The event will kick off at the starting line at 9:00am. Pre-registration fee is \$40 for adults and \$20 for children until Friday, September 16th. Registration after that date is \$55 for adults and \$30 for children. There is expected to be over 1,000 bikers/walkers and over 100 volunteers at the event. This event is filled with live

entertainment, raffle prizes, free food for all attendees, tents promoting local businesses/sponsors and much more.

As one of the Foundation's most successful grassroots fundraising events, it has raised over \$1 million in four years, funding 13 research grants for dystonia and a movement disorder fellow. This year, Jake's Ride has secured sponsorship from a variety of recognized local companies including, Macy's, Equinox Fitness Club, and Margarita's Restaurant, to name a few. Jake's Ride hopes to raise a quarter of a million dollars to continue to fund much needed research.

On Friday, September 28, 2012, the Friday before Jake's Ride, Boxcar Bar and Grill will be having a Pep Rally for Jake's Ride featuring live music from Cats Ok Band! Boxcar Bar and Grill we be donating a percentage of all receipts that evening to support the ride, so please come out, have some fun, and show your support. For more information about Boxcar Bar and Grill visit <http://www.boxcarbar.com/>.

As for Jake's Ride for Dystonia Research, it all began in 2007, when a young boy named Jake Silverman was diagnosed with early onset childhood dystonia. (Dystonia is a neurological disorder that causes uncontrollable and, at times, painful spasms in one or more parts of the body. Treatment rarely brings remission and there is no known cure. It affects more than 500,000 people in North America and one-third of them are children.) In 2008 Jake underwent Deep Brain Stimulation (DBS) at Massachusetts General Hospital, a treatment for dystonia. Four years after surgery, Jake is a junior in high school and while he has made significant progress, his dystonia is not cured. This past October, without warning, Jake's dystonia pain intensified. His stimulator-implant from DBS tested fine. Jake's medical team was puzzled. The only stimulator setting that brought spasm relief also had the unpleasant side effect of messing with Jake's brain. Soon, he could no longer attend school. Jake was back on the couch, his

body in pain, his head in a fog, and no one could figure out why. Jake's family was unprepared for this physical and emotional setback. Fast-forward to January. Jake's spasms on his right side intensify significantly. The pain is now unbearable. They enter crisis mode. With no other options, they decide to test Jake's stimulator-implant once again. Thanks to the dedication and expertise of a Medtronic technician, it was determined that Jake's implant was, in fact, malfunctioning. Weeks later his implant is replaced at Massachusetts General Hospital. Soon Jake feels better and returns to school. Their lives return to "normal".

After hearing of Jake's story, the community came together and was determined to make a difference. In 2008, The Silverman Family came to The Bachmann-Strauss Dystonia & Parkinson Foundation looking to provide a helping hand. The Foundation along with the community decided to create Jake's Ride for Dystonia Research to help children and adults living with dystonia, like Jake. That's why people from all over continue to ride to search for better treatments and a cure. To find out more information about Jake's Ride for Dystonia Research, visit www.JakesRide.org.

The Bachmann-Strauss Foundation is an independent, nonprofit, 501(c)3 organization which was established in 1995 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 to raise awareness of Parkinson's disease and dystonia among the general public and the medical community. For further information about The Bachmann-Strauss Dystonia & Parkinson Foundation, visit the Foundation's website at www.dystonia-parkinson.org.

###

