



PARKINSON'S Fundraising Community Education UNITY WALK Newsletter 2009

The 15th Parkinson's Unity Walk was a Step in the Right Direction for the Parkinson's Community

On Saturday, April 24th, family and friends came out in full force on this unusually warm and sunny spring day to join more than 10,000 people in New York's Central Park for the Parkinson's Unity Walk.

This was the 15th Walk, and it remains the largest grassroots fundraiser in the U.S. for Parkinson's disease (PD). This year the Parkinson's community truly stepped it up to make the 15th Anniversary one to remember, with the largest crowd yet. The day was filled with courage, hope, optimism and a feeling of being part of a special community.

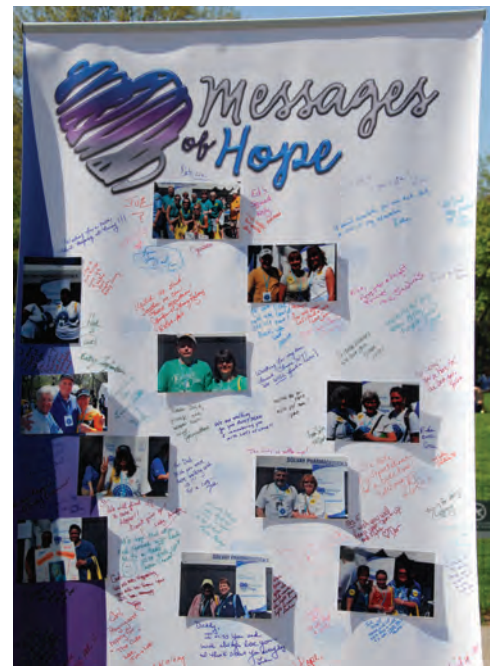
Even in this difficult economic period, we raised over \$1.5 million, thanks to the time, dedication and support of the PD community. People worked hard to raise funds, in honor or memory of a loved one, to find a cause and cure for this devastating disease.

As pledged since the inception of the Walk, every penny raised continues to go directly to Parkinson's research. This is made possible through the Unity Walk's

Premier Sponsor and Proud Partner for the 9th year, Boehringer Ingelheim Pharmaceuticals, Inc.; our Diamond Sponsors, Solvay Pharmaceuticals Inc., Teva Neuroscience and Valeant Pharmaceuticals International; as well as our Platinum and other Sponsors; and the seven national Parkinson's disease organizations.

The excitement in the air is always so addicting at the Walk, and this year was no exception. There was a lot of interaction at the "Ask the Doctor" booth, the pink Boehringer Ingelheim booth and the other sponsor and organization booths. Yorkie the Clown was welcomed back with smiling faces, and teams got together for a photo with a beautiful New York City background. Solvay Pharmaceuticals, Inc. introduced the "Message of Hope" Wall. Participants wrote their own messages of inspiration. In commemoration of the 15th Walk, Solvay donated \$15 per message, and raised a total of \$15,000, all of which went directly to research.

This year's event also included an international presence, with Susanna Lindvall, Vice President of the European Parkinson's Disease Association, addressing the audience about the importance of worldwide partnerships in the fight against Parkinson's. The past, present and future of Parkinson's disease was also the focus of



"Message of Hope" Wall

several other powerful speeches, including those from Former Attorney General Janet Reno, and Dr. Jean Hubble, of Boehringer Ingelheim Pharmaceuticals, Inc.

It was an unforgettable day and everyone that came left with more knowledge about PD and an incredible sense of belonging.



standing L to R: Cliff Maloney, Carolyn Maloney, Martin Tuchman
sitting L to R: Joel Gerstel, Janet Reno, Susana Lindvall

Start Your Fundraising Now!
Join the
Parkinson's Unity Walk
Community & Education Day
on April 24, 2010

For more information, please visit our web site at www.unitywalk.org or call 1-866-PUW-WALK (1-866-789-9255)

The First Ever Virtual Parkinson's Unity Walk

Contributing to the growing awareness of the Unity Walk is the passion of the Parkinson's community. In addition to the thousands who walked in Central Park, those unable to attend the event in-person were able to "virtually" walk alongside their community members. The Unity Walk teamed up with Boehringer Ingelheim Pharmaceuticals, Inc., our Proud Partner and Premier Sponsor, to create a Virtual Parkinson's Unity Walk. By signing up at the Unity Walk's website, www.unitywalk.org, people became involved in this important event even if they could not make it to NY. The website included an interactive map of the US that highlights the locations of "virtual walkers," showing the community's involvement.



B.I. staff members in front of their pink booth

All in the Community

Whether you are living with Parkinson's disease or know someone that is, everyone has a story to share. One woman, Charlene, (aka: Pokie Too) has made quite an impression on the PD community. Through her inspiration, a quilt was designed by the people in the community. This quilt made its debut on the Today Show and the next day at the 15th Parkinson's Unity Walk. Read Charlene's story and others, and share your own on the Unity Walk forum at www.unitywalk.org.



Pokie's Quilt

Congratulations to our 2009 Prize Winners

- Top Fundraising Team: Team Cantore—\$54,350
- Top Individual Fundraiser: Stephanie Galano—\$8,147
- Top 50 Team Captain Fundraiser drawing for a \$500 American Express Gift Check —Ronni Pitiger
- Raffle Drawing for a Dream Vacation —Kimberly Bleier

Thank you to our Top 2009 Teams!

1. Team Cantore — \$54,350.00
2. Team McMoss — \$42,335.00
3. Craig's Crusaders—\$33,975.00
4. Papa's Rockin' NJ Walkers—\$29,311.00
5. Credit Suisse Walkers—\$27,841.00
6. Light of Day Foundation—\$23,217.00
7. Central Valley Parkinson's Support Group —\$21,240.49
8. Team Mag Queen—\$20,746.25
9. Pine Tree State Parkies—\$17,389.00
10. Barbara's Team of Hope—\$17,040.00
11. Evansville Stomp Out Parkinson's—\$16,287.93
12. Team O'Dwyer—\$15,894.00
13. PatientsLikeMe—\$13,694.85
14. Three Graces—\$13,470.00
15. Forever Young—\$13,260.00
16. Ginnie's Gang—\$12,508.54
17. Milton and Me—\$12,408.00
18. Livin' La Levodopa—\$12,258.00
19. Team Jack—\$11,902.00
20. Miracle Marvins—\$11,448.00
21. Matz's Team—\$11,345.00
22. Team Heartland Brewery—\$11,075.00
23. Team Mopsy—\$10,975.00
24. Team Nashville—\$10,400.00
25. Team Galano—\$9,307.00

Remember, every dollar counts!

Premier Sponsor of the 2009 Parkinson's Unity Walk:



In addition, all of our fundraisers who raised \$1,000 or more for the 15th Unity Walk received a custom 18oz. travel mug with a full color photo showcasing the Parkinson's Unity Walk.

Parkinson's Unity Walk

www.unitywalk.org • toll free: 1-866-PUW-WALK (1-866-789-9255)