

# The Power of an MDA Shamrock



Partnering with **3 out of 5** of the largest U.S. Convenience Store chains, including 7-Eleven, Circle K and Casey's General Stores



Partnering with **8 of the top 10** fast food chains, including Burger King, Dunkin' Donuts and Wendy's



Partnering with **5 of the top 10** grocery store chains, including Kroger, Albertsons, Safeway, Shaw's and Price Chopper



**25,000+** retail locations participated



**17.5 million** paper shamrocks sold



**1 million+** social media impressions

## 2016 Campaign Results



nearly **1 million** impressions through digital advertising



helped make possible nearly **75** MDA Summer Camps, fund **50,000** MDA Care Center visits and support more than **150** cutting-edge research projects.

**MDA**<sup>®</sup>  
Shamrocks

Muscular Dystrophy Association  
[mda.org](http://mda.org)