

Green Day for MDA

Frequently Asked Questions



Q: What is Green Day for MDA?

A: Green Day for MDA is a program created by the Muscular Dystrophy Association as an extension to their iconic over 38 year Shamrocks campaign to get more people involved to raise awareness and funds to support families living with muscular dystrophy, ALS and related neuromuscular diseases. These devastating diseases take away the freedom to walk, to talk, to run and play. To laugh, to hug, to eat — even breathe. Together we can change that.

Green Day for MDA is open to any company or organization to participate and is a meaningful way to engage your employees, vendors, customers and other stakeholders in MDA's mission. This year's Green Day for MDA will take place on Friday, March 13 (but if that date does not work, feel free to be flexible!). On this day, participants wear green and donate \$5 or more in support of the families MDA serves, and to help fund critical services and programs.

Q: Why promote the color green and St. Patrick's Day?

A: Over the past 38 years, St. Patrick's Day has become a meaningful way for MDA partners to engage their customers and followers to give strength to improve in our mission to save and improve the lives of kids and adults with muscular dystrophy, ALS and related life-threatening diseases. The iconic MDA Shamrocks, sold at retailers nationwide, have become synonymous with the St. Patrick's Day season, with more than \$330 million raised, to help transform the lives of people living with muscular dystrophy, ALS and related neuromuscular diseases.

Additionally, green is the official color of muscular dystrophy awareness. Wearing this color unites us and symbolizes support of the individuals living with muscular dystrophy and related diseases.

Q: How do I participate in Green Day for MDA?

A: You can get involved in Green Day for MDA by agreeing to have your company or group participate and encouraging everyone to get involved. Each person is encouraged to donate \$5 or more and wear green on Friday, March 13 and participate in other fundraisings and awareness activities. Remember to sign up at mda.org/greenday.

Q: How are proceeds used?

A: Funds raised through Green Day for MDA help individuals living with muscular dystrophy in the following ways:

- Funding research to find breakthroughs across diseases to accelerate treatments and cures, including the current funding of more than 170+ research projects around the world.
- Caring for kids and adults from day one of diagnosis through an MDA Care Center Network that offers families best-in-class, comprehensive care from a wide variety of health care specialists at one location on the same day.
- Empowering families with services and support, including educational seminars, our MDA Resource Center, which offers trained information specialists and educational resources available for guidance and support through every step of the journey, and giving kids with muscular dystrophy the best week of the year at MDA Summer Camp.

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Q: Do we have to have our Wear Green Day on March 13?

A: No, you can choose another date that works better for your company, if needed. However, the awareness of the day will be highest on Friday, March 13. You can also adapt the day for your workplace if a color specific choice isn't possible, such as jeans day or an employee-driven event.

Q: Are there other ways our employees can get involved with MDA?

A: There are many ways your company can get involved with the MDA we encourage you to have conversations with your local MDA office or email us at shamrocks@mdausa.org.

Q: How can we connect with our local MDA office?

A: Go to mda.org/locate and enter your zip code for information on the local MDA office and their activities. Additionally, our local offices are being provided with a list of all companies that register for Green Day for MDA and will connect direction with you after you sign up.

Q: Can our company participate in Green Day for MDA and the MDA Shamrocks program?

A: Yes, and we encourage companies that are planning to participate in the MDA Shamrocks program to participate in Green Day for MDA. It is a way to engage your corporate office employees in your commitment to MDA.

Q: How do we submit donations to the MDA?

A: Participants can make an online donation (credited to your company) at mda.org/greenday. You can also convert offline donations to a money order (payable to Muscular Dystrophy Association) and mail to your local office or send to **Attn: Green Day for MDA, 161 North Clark Street, Suite 3550, Chicago, IL 60601**. Please include your name, company name and contact information.

Q: How do we share what our company is doing for Green Day for MDA?

A: Use your social media channels to promote your participation using the hashtags [#GreenDayforMDA](https://twitter.com/hashtag/GreenDayforMDA) and [#MDAShamrocks](https://twitter.com/hashtag/MDAShamrocks) Share pictures and why you're supporting MDA. And, don't forget to review the social media tips and tools in your Green Day for MDA toolkit for more guidance. Please email a summary of your company's participation and pictures to shamrocks@mdsausa.org.

