



Frequently Asked Questions

Q: What is Green Day for MDA?

A: Green Day for MDA is a new program created by the Muscular Dystrophy Association to raise awareness and funds to support families living with muscular dystrophy, ALS and related life-threatening diseases. These devastating diseases take away physical strength, independence and life. MDA works to help these individuals live longer and grow stronger by finding research breakthroughs across diseases; caring for individuals from day one; and empowering families with services and support in hometowns across America.

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 16. 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 36 years, St. Patrick's Day has become a meaningful way for MDA partners to engage their customers 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 \$315 million raised, to help families live longer and grow stronger.

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 participate and encouraging your employees to get involved. Employees donate \$5 or more and wear green on Friday, March 16.





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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 150 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.

Q: Do we have to have our Wear Green Day on March 16?

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 16. You can also adapt the day for your workplace if a color specific choice isn't possible, such as a 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 a conversation with your local MDA office or email us at corporatepartnerships@mdausa.org.



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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 directly 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, 222 S. Riverside Plaza, Suite 1500, Chicago, IL 60606. 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 and #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 corporatepartnerships@mdsausea.org.