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**E.B. LANE**

*Memorable ideas at work*

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## **Muscular Dystrophy Association to Refresh Image, Advertising with E.B. Lane**

*New campaign launch to coincide with 2008 Telethon*

**PHOENIX** – July 14, 2008 – The Muscular Dystrophy Association, known for its annual Labor Day Telethon hosted by MDA National Chairman Jerry Lewis, has tapped Phoenix-based E.B. Lane as the association’s agency of record. Through the collaboration, MDA aims to refresh its brand and advertising image through a print, broadcast and Web-based campaign.

“MDA’s annual Telethon and host Jerry Lewis are cultural icons, but there is so much more to this vital organization that happens outside of the Telethon,” said E.B. Lane President Todd Bresnahan. “Through the hard work and dedication of Mr. Lewis and many others, MDA is having a significant and real impact in the fight against muscular dystrophy and on the lives of everyday people. We look forward to bringing these stories to life in a fresh campaign.”

The launch of the new advertising campaign is slated to coincide with the run-up to the 2008 MDA Jerry Lewis Labor Day Telethon. In addition to the new advertising campaign, E.B. Lane will collaborate with MDA on program branding, collateral and general awareness efforts. E.B. Lane is providing services pro bono to MDA.

MDA President Gerald C. Weinberg said E.B. Lane was a natural choice for the new campaign efforts. “They have a good understanding of the Association’s mission and growth initiatives,” Weinberg said. “We’re greatly impressed with the concepts we’ve seen and we look forward to rolling out the campaign to our families, supporters and the general public.”

### **About E.B. Lane**

Established in 1962, E.B. Lane is one of the Southwest's largest full-service advertising, interactive and public relations agencies, with annual capitalized billings of more than \$65 million.

Clients include Wal-Mart, Ace Hardware, Cable One, Inc., Arizona Cardinals, RockResorts, The Arizona Biltmore Resort & Spa, Greater Phoenix Convention & Visitors Bureau, Arizona Super Bowl XLII Host Committee, SunCor Development Company, Calvary Center, Phoenix Convention Center, Health & Wealth Raffle in support of St. Joseph's Hospital and Medical Center, Xanterra Parks & Resorts and The Alter Group.

For more information, visit [www.EBLane.com](http://www.EBLane.com).

### **About MDA**

MDA is a voluntary health agency working to defeat more than 40 diseases through programs of worldwide research, comprehensive services, and far-reaching professional and public health education.

MDA, founded in 1950, is the largest non-governmental sponsor of muscle disease research.

More than one million Americans are affected by the diseases in MDA's program. About 250,000 have some form of muscular dystrophy. Among diseases covered by MDA are nine forms of muscular dystrophy, amyotrophic lateral sclerosis (ALS, or Lou Gehrig's disease), myasthenia gravis, Friedreich's ataxia, Charcot-Marie-Tooth disease and others.

MDA is the first nonprofit agency to be recognized by the American Medical Association with a Lifetime Achievement Award for "significant and lasting contributions to the health and welfare of humanity."

For more information, visit [www.MDA.org](http://www.MDA.org).