



NEWS

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AMERICAN PARKINSON DISEASE ASSOCIATION NATIONAL YOUNG ONSET CENTER AWARDED \$25,000 IN MARKETING SERVICES FROM STEVENS & TATE

LOMBARD, Ill. -- July 18, 2011 – The American Parkinson Disease Association (APDA) National Young Onset Center is the recipient of this year's Lend-A-Hand Marketing Giveaway from Stevens & Tate Marketing (www.stevens-tate.com). APDA National Young Onset Center will receive \$25,000 in pro bono marketing and creative services to help the non-profit organization achieve its goal of increasing awareness of Parkinson's disease, specifically that of young onset Parkinson's.

To support the organization, Stevens & Tate will be developing and launching a national fundraising campaign to promote personal fundraising activities for the organization. Work will focus on creating an event brand identity with logo supported by a full range of promotional materials such as email, direct mail, on-site signage and banners, and an event starter kit to simplify fundraising activities. Stevens & Tate also will offer online services including web content and website enhancement recommendations.

American Parkinson Disease Association was founded in 1961 to "ease the burden and find a cure" for Parkinson's disease. Headquartered in New York, the organization focuses its energies on research, patient services, education and raising public awareness about the disease. APDA supports nine Centers for Advanced Research, 56 regional Information and Referral Centers, 45 chapters, and 1,000 support groups nationwide. You can learn more about APDA

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at www.apdaparkinson.org and more about the APDA National Young Onset Center at www.youngparkinsons.org.

The National Young Onset Center provides personalized and confidential one-to-one services and resources to help individuals manage young onset Parkinson's disease as effectively as possible. The non-profit organization offers programs and services that focus on education, wellness and building a strong support base.

“Receiving an award of this magnitude is such an honor and is going to allow us to introduce and brand our events in a fresh and contemporary way that speaks to a younger audience,” said Julie Sacks, LCSW, director of the APDA National Young Onset Center in Winfield, Ill. “This is something that has been on our ‘to-do’ list for a long time but had to be postponed due to budget constraints. It is an incredible opportunity for a non-profit like ours without an in-house marketing department.”

She added, “We are looking forward to beginning what we expect will be a long-term association with Stevens & Tate and creating a program that will make a lasting impact on our organization.”

According to Sacks, approximately 15 percent of the 1.5 million people with Parkinson’s disease are diagnosed young, defined as under the age of 50. This younger group lives with the disease for a longer period of time and are, therefore, very invested in learning about the disease, maintaining their quality of life, and finding a cure.

“We talk to younger people every day who are very energetic and active, and who want to make a difference,” she explained. They are committed to raising money for research but want to do it in active ways that defy the disease—with fundraising tied to running, hiking, biking, dancing, climbing and many other activities and hobbies.

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“By developing a fundraising campaign and event starter kit that can be customized for a particular person, group or event, the Lend-A-Hand award is going to make it easier for the Parkinson’s community to coordinate and collaborate with our organization and for us to increase awareness of the education and support services we provide,” said Sacks.

“We offer this pro bono award each year to a group that demonstrates the ability to move themselves forward,” said Dan Gartlan, president of Lombard, Ill.-based Stevens & Tate. “Our team truly enjoys seeing the positive effects they can have on an organization through improved marketing.”

Started in 2009, the Lend-A-Hand Marketing Giveaway is Stevens & Tate’s way of giving back to the industries that have helped the agency thrive. Other recipients of the award include the Kent County & Greater Dover, Delaware Convention and Visitors Bureau and LUNGevity.

Stevens & Tate Marketing is a full-service advertising agency offering award-winning, on-strategy creative, integrated message development and cost-effective media planning and execution. With Endora Digital Solutions, its online and interactive web team, Stevens & Tate creates focused, targeted solutions for all its clients in the business-to-business, tourism, food and retail, health care, and real estate industries. Together, Stevens & Tate Marketing and Endora Digital Solutions Make Things Happen™.

For more information on Stevens & Tate, call (630) 627-5200 or visit the website at www.stevens-tate.com.

Photo Caption: The staff from the American Parkinson’s Disease Association National Young Onset Center accepts an award for \$25,000 in marketing services from Stevens & Tate Marketing at a ceremony held at Central DuPage Hospital in Winfield, Ill. on July 18. Pictured from left are: Mark Beebe, partner at Stevens & Tate; Dan Gartlan, partner at Stevens & Tate; Julie Sacks, LCSW, director for APDA National Young Onset Center; and Michael Rezak, MD, PhD, medical director for APDA National Young Onset Center, neurologist on the medical staff of Central DuPage Hospital and medical director for Movement Disorders Center at CDH.