

Publicity firm continues fight against Lou Gehrig's disease

By Marci Hait

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Bisson Barcelona lends a hand to fundraising campaign for seventh year

BARRINGTON, N.H. — For the seventh year in a row, the ALS Therapy Alliance, a research group dedicated to developing effective therapies for Lou Gehrig's disease, or ALS, has partnered with public relations firm Bisson Barcelona on its annual fundraising campaign, which will run in all CVS/pharmacy stores across the country from June 8th until June 28th.

“The amount of work that the ALS Therapy Alliance's board members, scientists and researchers put into this campaign is unmatched,” said Bisson Barcelona founder Traci Bisson. “It is our pleasure to work alongside such a profound group of individuals who are so dedicated to finding a cure for this devastating and deadly disease.”

The ALS Therapy Alliance has united with CVS/pharmacy in a fundraising campaign to enhance and enable ALS research for the past six years. By asking CVS/pharmacy customers for a \$1 donation, the partnership has raised more than \$11 million thus far. The ALS Therapy Alliance has been structured to ensure that 100 percent of the proceeds generated by this endeavor are committed to ALS studies.

The ALS Therapy Alliance was founded in 2000 to provide a vehicle for a diverse group of scientists and clinicians to share and coordinate studies related to amyotrophic lateral sclerosis, or ALS. While little is known about the cause of or possible treatments for ALS, the disease, which affects the nervous system and eventually leads to muscle deterioration, is best recognized for its affect on Baseball Hall of Famer Lou Gehrig.

Bisson Barcelona, a Barrington, N.H., publicity firm that focuses on image management and media placement, has worked with this team of professionals since the beginning of the campaign's implementation in 2002. In this capacity, the publicity company writes promotional materials and press releases, facilitates the design and creation of public relations information, and implements the overall fundraising campaign.

For information about the ALS Therapy Alliance, visit its Web site at www.alstherapyalliance.org. For information about Bisson Barcelona, visit www.bissonbarcelona.com or call (603) 664-5776.

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