

NY NEWSWIRE

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

PRESS CONFERENCE TO KICK OFF WALK TO D'FEET ALS® *Relatives to Walk in the Shoes of ALS Patients*

Rochester, N.Y. -- (June 28, 2007) They may not fit, but the shoes of ALS patients will be worn by family members and spouses at an event to kick off the 2007 Walk to D'Feet ALS.

WHO: The ALS Association of Upstate NY
The not-for-profit organization provides family services and cutting-edge research for families in the Rochester area. The ALS Association relies entirely on donations, and all services are provided free for families in need.

WHAT: Press Conference to announce the 2007 WALK TO D'FEET ALS

WHERE: Garlock Dining Commons, Ellen Stowe Room
Roberts Wesleyan College
2301 Westside Drive
(Directions on next page)

WHEN: July 16
5:30 (Camera setup 5:15 to 5:30)

This year's Walk to D'Feet ALS takes place at Cobbs Hill Park on Sept. 9 at 11 a.m. At last year's event, more than 200 walkers raised \$50,000. Sponsors include Monroe Wheelchair and Roberts Wesleyan College.

The ALS Association is the only national not-for-profit voluntary health organization whose sole mission is to find a cure for amyotrophic lateral sclerosis (LOU GEHRIG'S DISEASE) as well as improve living with ALS. For more information, call the ALS Association toll free at 866-499-7257 or visit www.alsaupstateny.org.

From Rochester:

Take 490 West to Exit 7B (Route 33 West)

After 4.5 miles on Route 33 West, turn right at the light at the corner of Buffalo Road and Westside Drive

Turn at first left after Voller Athletic Center into visitor parking at the Rinker Community Service Center(limited parking available)

Or

Remain on Buffalo Rd

Take a right into main parking lot

Walk up the path to Garlock Dining Commons Building

Ellen Stowe room is first door on the right inside Garlock Dining Building.

The Buildings are clearly marked and there are campus directories located on the paths.