



TARGET ALS



Rebecca Luker COURAGE AWARD

Presented by



Mitsubishi Tanabe Pharma America

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TIPS FOR SHARING

- Use the hashtags provided below, to help boost the award's visibility
- Like, share and retweet posts from Target ALS about the award
- Retweet/share positive news and/or articles about the award, from legitimate outlets or influencers
- If you are able to share an Instagram "swipe up" or other masked (non-visible) links, please use the following method by inserting your name (just dashes in between, no spaces) for tracking purposes:

https://ImpactTakesCourage.com/?utm_source=YOUR-NAME-HERE

tone

Friendly,
Optimistic,
Supportive, &
Motivational



HASHTAGS

#TargetALS
#EndALS
#ImpactTakesCourage



ABOUT TARGET ALS

Amyotrophic lateral sclerosis (ALS); which is also known as Lou Gehrig's disease, is a terminal, neurodegenerative disease during which patients progressively lose their ability to control their muscles.

Target ALS is a 501(c)(3) medical research foundation committed to the search for effective treatments for ALS.

We have revolutionized ALS research through our landmark Innovation Ecosystem model, fostering unprecedented scientific collaboration between academia and the pharmaceutical/biotech industry.

In just seven years, our approach has led to some of the first potentially viable treatments for ALS since the disease was identified in 1869.

We envision a
world in which no
one dies of ALS.

IMPACTTAKESCOURAGE.COM

HONORING INDIVIDUALS WHO MAKE A DIFFERENCE

The Target ALS Rebecca Luker Courage Award series will recognize individuals, including the following:



The goal of these awards is to celebrate those making a difference by using their voice to rally their community, leading breakthrough research that may result in the first viable treatments for the disease or taking a stand via support of legislative activity, among similar actions.

AWARD CRITERIA

INNOVATION

Does this person have a unique approach to the fight against ALS, and/or have they contributed something new?

COLLABORATION

Has this person's approach rallied others to join them, and has that collaboration enhanced the outcome of their efforts?

IMPACT

Have this person's efforts made a significant impact, and/or have they reached or exceeded a particular goal?

REACH

Has their work influenced many people and/or a significant portion of their target audiences?

Full award details at TargetALS.org.

INSPIRED BY REBECCA LUKER

Rebecca Luker was one of Broadway's best known performers for over 30 years. Sadly, she passed away from ALS in December of 2020, just over a year after receiving her diagnosis. Despite battling the disease, Rebecca showed incredible courage as an advocate for ALS clinical trials and treatments while also recording her final album. She did everything in her power to not let ALS interrupt her connection to her family, friends, and community.



Submission Deadline: September 30, 2021. Winners will be announced Fall 2021.

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