



EVENT: Plates for Parkinson's

DURATION: April 1-30, 2018 (National Parkinson's Disease Awareness Month)

PROPOSAL: Each participating restaurant designates one item on their menu (appetizer, entree, dessert, or cocktail) as a "Plates for Parkinson's" dish. For each order sold during the month of April, it pledges to donate a fixed dollar amount to The Johns Hopkins Parkinson's Disease and Movement Disorders Center. For example, the restaurant may choose to donate \$1 for each charcuterie plate sold or 50 cents per order of Buffalo wings. Funds support patient services, programs, and education. All donations are 100% tax deductible.

Restaurant ideally would advertise the "Plates for Parkinson's" dish and per dish pledge via their menu, website, social media, and/or servers, etc.

Pacing for Parkinson's (P4P) will publicize the event via its social media channels (Facebook, Instagram) and will spotlight participating business and their dishes throughout the month. Participants will be touted via newsletters sent from P4P as well as internal Johns Hopkins student/faculty/staff announcements. P4P will offer the event to local media for coverage as well.

DEMOGRAPHICS: Pacing for Parkinson's supporters are largely young urban/suburban professionals (25-44) with an active lifestyle. We also enjoy significant support from graduate/undergraduate students, young families, and baby boomers. Many of P4P's followers participate in the Baltimore Running Festival in honor of a friend or loved one with Parkinson's.

ABOUT THE PDMDC: The Johns Hopkins Parkinson's Disease and Movement Disorders Center serves over 3,000 people with Parkinson's disease (PD) worldwide and is dedicated to patient-centered care, research, education, and outreach. Pacing for Parkinson's (P4P) is a charity team at the **Baltimore Running Festival** that aims to raise awareness of PD and funds to support the Johns Hopkins PDMD Center. In its 10th year, P4P is expecting over 300 runners and walkers to participate on **October 20, 2018**. By supporting P4P, you have the opportunity to showcase your business and support the community.

ABOUT PARKINSON'S DISEASE: PD is a complex neurodegenerative brain disorder that affects more than half a million people in the U.S., with 50,000-60,000 new cases each year. It progresses slowly and typically impacts people between the ages of 55 and 65. This disease gradually strips away motor abilities, leaving patients with a slow gait, rigid limbs, tremor, shuffling, and a lack of balance. There is no test to confirm diagnosis and no medication to control or slow the progress of the disease. It affects more people than multiple sclerosis, muscular dystrophy, and Lou Gehrig's disease (ALS) combined.

If you have any questions about Plates for Parkinson's, to discuss participation, or with general questions about Pacing for Parkinson's, please contact pacing4parkinsons@gmail.com or one of our volunteer co-chairs, Aliya Reich (aliyareich@gmail.com) or Kaylin Kopcho (kaylin.kopcho@jhmi.edu).



Thank you for supporting “Plates for Parkinson’s” and the Johns Hopkins Parkinson’s Disease and Movement Disorders Center. Please provide some details about your participation so we can share your willingness to support this local program. (As this will run for the entire month of April, you are welcome to change your designated menu item throughout – just send updated information and we will get the word out!)

Business Name: _____

Description of “Plates for Parkinson’s” Item: _____

Donation Per Plate ordered: \$ _____ Plate served during what meal? (B / L / D) _____

Any other information you would like us to share about your business, the Plate you chose, or anything else? If you’ve won any awards, or are particularly proud of an achievement, we’d love to share it with our audience:

If your organization is on social media, we’d love to share anything you post about “Plates for Parkinson’s.” Please tell us where we can find you:

Facebook: www.facebook.com/ _____ Twitter @ _____

Instagram: www.instagram.com/ _____ Web address//Other: _____

That’s it! Pacing for Parkinson’s (contacts are listed on the “Event” sheet) will be available to address concerns, answer questions or update your Plate whenever you’d like. Remember – this is done on the honor system. Customers don’t need coupons, servers won’t need to adjust their close-outs, and you don’t need anything elaborate to keep track of the Plate count. As the month end approaches, we’ll provide a postage-paid envelope for your contribution. (We can even get a tax receipt headed your way.)

Thank you so much for your participation – we look forward to a busy (and delicious) month!! *For*

internal use only (not to be shared publicly):

Contact Person/Title: _____

Phone/Email: _____