

2012 MDA BLACK-N-BLUE BALL
FRIDAY, MAY 4, 2012 ★ FRONTIER AIRLINES CENTER, MILWAUKEE, WI
www.milwaukeeblack-n-blueball.com

ABOUT THE MDA BLACK-N-BLUE BALL

Each year, the Muscular Dystrophy Association of Southeastern Wisconsin presents the MDA Black-N-Blue Ball. A highlight among Wisconsin's social events, the Ball's motorcycle theme encourages a relaxed and fun evening on the part of its guests dressed in 'black' leather and 'blue' denim. No stuffy tuxedos or fancy cocktail dresses here – just the opportunity for area business and community leaders to expose their alter-egos on the road to a cure for neuromuscular disease.

The event features an evening full of fine dining and entertainment; live and silent auctions showcasing hundreds of items including Harley-Davidson collectibles, merchandise, memorabilia and products; a raffle; a temporary tattoo parlor; a MDA children's art auction; the opportunity to have your picture taken on a Harley-Davidson motorcycle and much more. It is a one-of-a-kind evening and a truly first-class event.



In 2011, the Black-N-Blue Ball attracted an impressive crowd of over 1200 guests and raised \$615,000 net! Held at the Frontier Airlines Center in downtown Milwaukee, the event is scheduled for Friday, May 4, 2012. Corporate sponsorships, tables and individual tickets are available.

Since its inception in 1994 the Black-N-Blue Ball has raised over \$6.3 million dollars to benefit MDA programs and services. In 2012 we continue to Make a Muscle and Make a Difference and we invite you to join us on our journey by participating in one of Milwaukee's premier social events.



The Muscular Dystrophy Association is a voluntary health agency – a dedicated partnership between scientists and concerned citizens aimed at conquering 43 neuromuscular diseases that affect more than one million Americans.

MDA supports more research on neuromuscular diseases than any other private-sector organization in the world. MDA scientists are at the forefront of gene therapy research and have uncovered the genetic defects responsible for several forms of muscular dystrophy, Charcot-Marie Tooth disease and ALS – more commonly referred to as Lou Gehrig's disease. Locally, MDA offers comprehensive medical services at our clinics located at Children's Hospital of Wisconsin and Froedtert Memorial Lutheran, valuable support groups, an inspiring week of summer camp for children and young adults, and many other services.

MDA does not solicit government grants, United Way funding or fees from those it serves; 77% of every dollar spent goes directly to research, health care services and education.

For more information about the Ball please visit the website at www.milwaukeeblack-n-blueball.com.



MAKE A MUSCLE MAKE A DIFFERENCE