



NEWS RELEASE

FOR IMMEDIATE RELEASE

Lizz Updegraff
Director of Philanthropic Events
Lizz@RacingforALS.com

Racing for ALS Announces a New 2023 Fundraising Platform

Holly Springs, NC (January 18, 2023) – Racing for ALS announces a new funding platform as we drive into the 2023 fundraising season!

Since our inception in 2017, each of our individual High Performance Driving Events (HDPE) has specifically funded one of three designated beneficiaries (ALS TDI, Duke Neurology, and the Patient Assistance Grant and Van Program) that each supports the ALS community. However, starting in 2023, Racing for ALS is excited to announce all net merchandise sales, general donations and HDPE funds will be distributed to all three worthy beneficiaries via our new Triple Target Funding (TTF) initiative. In effect, this means each donated dollar will be split three ways: ALS TDI - 45%, Duke Neurology - 30%, and the Patient Assistance Grant and Van Program - 25%.

“We have several primary missions at Racing for ALS in regard to how we work to support the ALS community via funding two different types of research and also working to address the financial needs of ALS patients fighting this disease,” explains Racing for ALS President, Scott Lloyd. “In the past, each of our fundraising events benefitted a singular and different organization. The challenge is all of our focuses are important, so it was getting harder to prioritize which particular one would benefit from each event and sometimes caused a conflict for donors as picking an event to donate to dictated where their money went. The advent of the Triple Target funding system allows us to move all of our primary focuses forward at the same time. This offers our donors the chance to positively impact the ALS community in 3 different ways at the same time, making it a win, win, win!”

Racing for ALS believes Triple Target Funding affords key advantages over event-specific beneficiary designations in several different ways. TTF includes year-round beneficiary support, engagement, awareness building, and cross-promotion efforts. The new platform also promotes improved donor clarity while streamlining donation accounting.

“Those of us battling ALS have three primary needs...hope for a future free from ALS, immediate treatment to slow disease progression, and help to adapt and overcome ALS daily. Triple Target Funding strikes all three, center mass,” explains David Lloyd, Jr, Racing for ALS Co-Founder.

Since 2018 to date, Racing for ALS has donated over \$746,000 in total to help fight ALS. ALS TDI has received

\$477,172 in funding. Duke Neurology was the beneficiary of our 2022 inaugural event at Michelin Raceway Road Atlanta, Carolyn's Race, receiving \$43,744. The Patient Assistance Grant Fund has issued \$91,000 in grants for equipment/medical costs for ALS patients, as well as over \$88,000 has been used to supply vans and insurance for three loaner vans for ALS patients and their families.

About Our Beneficiaries:

ALS TDI

As the world's foremost ALS drug discovery engine, [ALS Therapy Development Institute](#) focuses solely on creating novel pharma therapeutics targeting the neuroinflammation pathways believed to cause ALS. We believe their 24/7 efforts will speed us to a cure.

As a nonprofit biotech, ALS TDI operates without regard for profit or politics. Led by drug development experts and people with ALS, their Watertown, Massachusetts-based lab is funded by a global network of supporters like us unified to #ENDALS.

Duke Neurology

[Duke Neurology](#), led by Dr. Richard Bedlack, MD, Ph.D., director of the Duke ALS Clinic, focuses on in-house, no placebo clinical trials and unorthodox reversal studies underway at Duke Neurology's Multi-Disciplinary ALS Clinic.

Dr. Bedlack works to slow disease progression and deliver functional improvements via *existing* supplementation and off-label pharma therapies selected by their potential roles in rare, documented ALS reversals and/or promise shown in overseas trials lost to time.

Racing for ALS Patient Assistance Fund and Van Program

The [Racing for ALS Patient Assistance Fund](#) battles ALS in the trenches daily by providing financial support grants, adaptive equipment and/or cost-free adaptive transportation to ALS patients in need.

About Racing for ALS:

Racing for ALS utilizes high performance driving events to build ALS awareness and to battle ALS head-on with a Triple Target Funding model that supports focused pharma research, no placebo clinical trials, and individual ALS patients in need.

More information about Racing for ALS is available on the [website](#) <https://www.racingforals.com>. To learn more about how you can make a difference in the lives of those affected by ALS, please contact Director of Philanthropic Events Lizz Updegraff at Lizz@RacingforALS.com or (704) 318.3362.