



ALS SOCIETY OF MANITOBA  
LA SOCIÉTÉ MANITOBAINE DE LA SLA

2A-1717 Dublin Avenue, Winnipeg, MB R3H 0H2  
EMAIL: HOPE@alsmb.ca  
WWW.ALSMB.CA

PH: (204) 831-1510  
FAX: (204) 837-9023  
TF: (866) 718-1642



ALS/MND Cornflower  
*Ball*

## MEDIA RELEASE /FOR IMMEDIATE RELEASE

### Be the Accidental Tourist and support people affected by ALS

**Winnipeg – April 11, 2019.** The ALS Society of Manitoba invites you to the ALS/MND Cornflower Ball on Saturday, April 27th at the Victoria Inn Hotel and Convention Centre. All proceeds from this Annual fundraising event help support essential Client Services and Programs in Manitoba.

“All Aboard! Be part of this adventure while supporting people living with ALS/MND. Get your passport, find your luggage tag and were off on a fun-filled journey! If you missed last year’s ALS/MND Cornflower Ball when we had a Mystery theme, then you will definitely want to come this year!” says Diana Rasmussen, Executive Director at the ALS Society of Manitoba.

This year’s ALS/MND Cornflower Ball theme is The Accidental Tourist. During this journey, attendees will discover why Manitoba is rated one of the top 10 regions in the world for 2019. This themed event will include a performance by the Aboriginal School of Dance, traditional food, and amazing auction prizes while dancing the night away with The 2 Man Band.

Tickets are only \$125 each. Purchase your tickets before Monday, April 22<sup>nd</sup>, 4 p.m. Call (204) 837-1291 or go online at alsmb.ca.

**About the ALS Society of Manitoba:** The ALS Society is a small not for profit organization that was founded in 1980 for people living with ALS/MND, their families, friends and other interested parties. Over the years, the ALS Society of Manitoba has helped clients and families by providing support, equipment, education, and HOPE.

**About ALS/MND:** Amyotrophic Lateral Sclerosis (ALS) or Motor Neuron Disease (MND), commonly known as Lou Gehrig's disease, is a rapidly progressive neurodegenerative disease that affects the ability to walk, talk, eat, and eventually breath. The number of people being diagnosed with ALS/MND in Manitoba is rising. ALS/MND affects all ethnic and socioeconomic groups; both men and women, the elderly and young. There is NO cure yet. Currently, there are over 380 Manitobans living with ALS/MND. For the most part, life expectancy is short, with 90 per cent of people losing their lives within two to five years after diagnosis, sometimes sooner.

###

For more information, photos or interview requests, please contact Mirna Sainz | Events, Marketing and Communications Coordinator | ALS Society of Manitoba | (204) 837-1270 | events@alsmb.ca | www.alsmb.ca | 2A-1717 Dublin Avenue, Winnipeg, MB R3H 0H2

*HOPE is important in the lives of those impacted by ALS/MND, Helping Our People Every way we can*