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**FOR IMMEDIATE RELEASE**

## ***Augie's Quest Returns to San Diego in Fight to End ALS***

*Nonprofit celebrates breakthroughs and looks to future alongside dedicated fitness industry partners*

**San Diego, February 26, 2019** – Augie's Quest to Cure ALS, a nonprofit committed to changing the experience of thousands living with amyotrophic lateral sclerosis (ALS) by fast-tracking effective treatments and an ultimate cure, is returning to San Diego on March 15 for the 14<sup>th</sup> Annual BASH celebration.

Coinciding with the annual International Health, Racquet and Sportsclub Association's (IHRSA) International Tradeshow and Convention, the BASH represents an opportunity for the fitness industry to come together and celebrate advancements in ALS research, while reminding attendees of the critical importance their support offers for those affected by this disease.

"The fitness industry is uniquely positioned to join us in our Quest. These tireless supporters take the fight against ALS, and the health of our bodies, very personally." said Augie Nieto, Founder, Augie's Quest to Cure ALS. "ALS is not incurable; it is only underfunded, and with our industry partners we can advance effective treatments and one day find a cure for ALS."

Supporters of the event include IHRSA, ClubCorp, Jenny Craig, Newtown Athletic Club, The Atlantic Club, Zumba Fitness, Stone Creek Club & Spa, Club Automation, Workout Anytime, Fitness Formula Clubs, Club Greenwood, Hemelgarn Racing, Myzone, North Castle Partners and Planet Fitness. The event will be emcee'd by international Zumba Education Specialist Loretta Bates, with entertainment provided by world-renowned vocalist Sheléa and comedian Preacher Lawson (*America's Got Talent*).

With the support of the fitness industry, Augie's Quest has achieved numerous incredible milestones in recent months. The organization recently surpassed total fundraising of more than \$65 million in support of ALS research. Augie's Quest also announced that experimental drug AT-1501 successfully entered Stage 1 Human Clinical Safety Trials late last year, and that the organization had formed its inaugural board of directors. You can join the quest to end ALS at the 14<sup>th</sup> annual Bash by visiting [augiesquest.org/bash](http://augiesquest.org/bash).

### **About Augie's Quest to Cure ALS**

Augie's Quest to Cure ALS is a nonprofit committed to changing the experience of people living with ALS by fast-tracking cutting-edge research to advance effective treatments and an ultimate cure. The organization is galvanizing thousands to join this fight, confronting ALS in an entirely new way, and driving innovative research forward, and at an accelerated pace. We are working to bring an exciting treatment, AT-1501, and many others, to market as fast as we can via our research partners at the ALS Therapy Development Institute. Augie's Quest was founded more than a decade ago by Augie Nieto, the successful fitness industry mogul behind Lifecycle and Life Fitness who was diagnosed with ALS in 2005 and whose life story was recently chronicled in the award-winning film, *Augie*. With Augie's Quest, ALS doesn't stand a fighting chance. Because ALS isn't incurable, it's only underfunded. Please join our quest at [www.augiesquest.org](http://www.augiesquest.org).