

# *ORANGE NATION RAISES GOAL-CRUSHING \$2.085 MILLION FOR AUGIE'S QUEST*

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*I have been inspired by every story,  
and am grateful beyond words for your support.  
Thank you for burning for ALS.*

DAVE LONG, CEO

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**C**harlotte-South End member Samantha Bell was eager to start Burning for ALS. Just last year she lost her father to the cruel disease. When Sam learned she'd be out of town for Augiethon, her studio family dedicated a special class to her father's memory.

“The campaign brought up a lot of stories about how our members have been affected by ALS. It became very personal,” says Charlotte-area Regional Operations Director Alysse Scaturro. “I was blown away by the generosity of our members. Even when our studios reached their goal, our members kept on giving.”



*Pictured above: Samantha, her mother, and father*



*Pictured above: Samantha and her family, after her father had been diagnosed*

In Gainesville, FL, Studio Owner Tommy Mcknew hears a lot about ALS. His girlfriend, Emily Plowman, is a PhD researcher at the University of Florida, whose Swallowing Systems Core lab is focused on helping people whose lives are profoundly affected by ALS. Tommy hosted Augieathons at both his Gainesville studios -

including one for Ellen and her colleagues in the lab. At each of 13 stations, Emily posted a photo and story of individuals whose journeys have touched the team – some were current research participants, some were patients who had lost their battle with ALS, others were inspirational figures known to the group.



*In Gainesville, FL, the SSC research team burned for the cause at Tommy McKnew's studio*

# The Big Reveal

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Lynne Nieto – Augie’s wife – raced to the stage last Friday night when Orangetheory Partner Dave Hardy and President David Carney revealed the total dollars raised at the annual BASH for Augie’s Quest – ***more than double the campaign’s announced \$1 million fundraising goal.***

“It was just joy,” says Gretchen Simoneaux, Vice President of Augie’s Quest and Senior Director of Development for the ALS Therapy Development Institute (ALS TDI). “ALS is such a hard disease to live with day-in and day-out. One hundred percent of the dollars raised will go to research.”

Researchers at the Boston-based ALS TDI – the world’s first and largest Precision Medicine Program focused solely on ALS and funded by Augie’s Quest – tuned in from the East Coast for the Friday night announcement.

“The texts came flying in,” Gretchen says; the team was elated. “They understand this means they can move the science forward. They understand what this money will do.”

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# Moving Research Forward

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The institute’s 30 scientists have identified a promising treatment for ALS – a treatment that has been shown to slow progression of the disease in animal models. The amount raised will pave the way to clinical trials for the potentially life-altering drug. In other words, it will take the compound out of the refrigerator and into the hands of doctors for their patients.

“At ALS TDI, we always have more patients to work with, more therapies to test, more ideas to explore than we are resourced for. In short, we have a backlog of work in the lab that we can’t green-light without more dollars available,” says Fernando G. Vieira, M.D., who leads the lab. “When I learned that Orangetheory had raised more than \$2,000,000 dollars, I was in awe over what

they’d been able to accomplish so quickly, but even more, I was excited about what would now be possible in our labs. Instead of keeping projects on the shelf for a year, we could launch them right away. On behalf of myself and my team, we are so very grateful to OTF!”

In February, Massachusetts Area Developer Sarah Bishins and more than a dozen Boston-area studio managers and team members toured the research facility. Scientists and staff dressed in orange for the visit and beamed the splat on screens as they explained the science of ALS and the search for a cure in layman’s terms.

## Personal Connections

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The Orangetheory campaign got people talking about ALS, Gretchen says. “We found a lot more people have ALS connections than we know.”

Terri Obermiller took her first Orangetheory class at the Four Points studio in Austin, TX, at the start of the #IBurnForALS campaign.

“Just attended my first OTF class today and discovered from my follow-up email that you all support ALS – a disease that my father died from – very near to my heart,” she wrote. “ALS is so under-funded. There have been so many breakthroughs with cancer, but none in this country for ALS. Thank you for selecting ALS for your support. My experience today was phenomenal at the Four Points location in Austin, TX. Your support of ALS just brings it all home for me. You all are a class act.”

## Burning Across the Network

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For two weeks the Orange Nation was on fire! Members challenged – sometimes “tortured” – coaches. Coaches challenged colleagues. ARs challenged their regions; Augie thons took on a life of their own. And it all played out on #IBurnForALS – the burpees, the rows, the ice buckets, the pies.

At the Dr. Phillips studio in Orlando, FL, members bought raffle tickets for a ride in an SUV limo. In Brookfield, WI, members bid in a silent auction for a private class with Head Coach Angie Krueger.



## *Carmel, Indiana*

But it was Area Developers Carolyn and Shaun McDonald's Carmel, IN, studio that burned brightest. In just two weeks, the studio raised \$24,272 to claim the #1 spot on the final studio leaderboard; the couple's Fishers-Geist studio came in at #6. They attribute their success to advance planning, staff buy-in, and a push for participation level over donation amount. Thirty-five percent of recurring members at both Carmel and Fisher-Geist participated in the campaign.

"The staff really took the cause to heart," Carolyn says. "They came up with ways to engage members and make it fun." When the Carmel studio blew past its \$3,000 goal, the team saw an opportunity to do more.

"It has to do with what's inside the room; our coaches really nailed it," Shaun says. "They know it's a privilege to be able to work out."

"Story after story, it was an incredible campaign to follow," says Chief Human Resource Officer Leslie Daley, who led the campaign for Team Orange. "The participation at every level – from the Corporate Support Center to the field, to every studio and member – exceeded every imaginable expectation, and Augie's team was outstanding."

# Celebrating Success

Word of the campaign's monumental success spread on social media within seconds of the announcement Friday night. Owners, coaches, managers and teams celebrated with members. A Facebook post with a special thank you from Augie and Lynne was shared across the network.

At Augie's Quest headquarters, the team reached out to donors who gave \$250 or more to the cause. In the course of their phone calls, they found about 70 percent of donors they spoke with had a personal connection with ALS. A member from San Diego said the VVA video spurred him to give \$1,000 – an amount his employer agreed to match in part.

"In just two weeks, the Orange Nation changed the outlook for this insidious, underfunded disease," says Orangetheory CEO Dave Long. "I have been inspired by every story, and am grateful beyond words for your support. **Thank you for Burning for ALS.**"

You don't have to stop Burning for ALS! Keep sharing Augie's story to spread awareness about ALS, and cross-train at Orangetheory for Team Quest4ALS! Team Quest 4ALS is Augie's Quest's endurance program with half marathons in 2017 in Philadelphia, Las Vegas and Denver.

Visit <http://www.teamquest4als.org/> for more information.





