



**MUSCULAR  
DYSTROPHY**  
Association of New Zealand Inc.  
*Te Ropu Mate Horokiwa o Aotearoa*

January 2010



## Bow Tie Bulletin

Happy New Year to you all! This is the final newsletter before Bow Tie Campaign week and your LAST chance to be involved in what will be a great Bow Tie Campaign. If you have thought about being involved, we would love to hear from you. An order form is on the reverse page and also available on our website. [www.mda.org.nz](http://www.mda.org.nz).

### NEW LOOK FOR 2010

We have a new look for this year's campaign which will appear on the collection boxes and posters, featuring our Patron, Judy Bailey and five year old Liam Gleeson who has Duchenne Muscular Dystrophy.



### WORLD of DIFFERENCE BOW TIE PIN:

As promised in the previous Bulletin, here is a picture of the new limited edition designer WORLD pin. As you can see it's blue and gold and designed to match the MDA brand colours. These will be available in all ASB branches and WORLD stores nationwide. If you would like a collection box with only WORLD bow ties, please make a note on the order form.



We have had a lot of media attention and are thrilled to announce that Viva, Cleo and the Dominion Post will feature the pin in their February publications.

### CLASSIC HITS FM:

Classic Hits FM will be running 64 radio spots during campaign week so make sure to tune in. The radio spots will feature our Patron Judy Bailey and will be heard by over 245,000 people nationwide.

### TAKE THE '1000 BOX CHALLENGE':

It's not too late to get involved. Remember all of the money you raise will go directly to your branch! Here are a few simple ways to take up the challenge:

- Take a collection box and sell bow tie pins (available for a \$2 donation).
- Volunteer for a street collection at your local supermarket, shopping centre or a popular main street during the Campaign week. We will provide appropriate identification, collection boxes, bow tie badges and posters.
- Get in touch with your local branch and help with their fundraising activities. For more information, visit our website [www.mda.org.nz](http://www.mda.org.nz)

Sign up today and take the 1000 Box Challenge. Recruit family members, local businesses and organisations in your community to also be involved. Contact Reena at [bowtie@mda.org.nz](mailto:bowtie@mda.org.nz) or phone me on 09 815 0247 Ext 706 (Auckland) or 0800 800 337 ext 706.

**WORLD**  
FACTORY OF IDEAS AND EXPERIMENTS





## **Bow Tie Order Form**

**YES I will help my local branch and be part of the 1000 box challenge!!**

Please insert the number of items you would like below:

- A mixed collection box (contains a mix of 40 bow ties/ stickers/ magnets)
- Poster A2                       Poster A4
- Balloons on sticks               MDA Hat (baseball cap)
- MDA Tshirt (yellow)          Size \_\_\_\_ (S, M, L, XL available)
- MDA Tshirt (navy blue)      Size \_\_\_\_ (S, M, L, XL available)
- I can coordinate a street appeal (collection table/stall) in my local area (each collector will be sent a collectors badge and collecting bucket).
- I would like some more information about how I can be involved.

**My details are:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

**Post, Fax or email completed form to MDA, attention Reena Mehta:**

Fax: 09 815 7260

Phone: 09 815 0247 Ext 706

Email: [bowtie@mda.org.nz](mailto:bowtie@mda.org.nz)

Postal: PO Box 16238, Sandringham, Auckland 1351