



CHICAGOLAND WALK TO DEFEAT ALS®

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**ALS**  
ASSOCIATION  
Greater Chicago  
Chapter

# Superhero Chronicle

90¢

2020 EDITION

## We have BIG NEWS: The 2020 Chicago Walk to Defeat ALS will now be held **WHEREVER** you call home!

That's right! To prioritize the safety of all involved, this year we are giving everyone the tools to host their own Walk to Defeat ALS from home to fit their teams' needs, health directives, and abilities. It is our goal to have 150 events hosted on June 6th throughout Chicagoland.

We are asking you to organize your own Mini-Walk on Saturday, June 6th, 2020 at 10:00 am in your community. Engage your family, friends, and neighbors. The event has now "come" to your community. Take a walk or ride around your neighborhood, spread the word about ALS, host a post-walk gathering, take lots of photos and make new memories.

### **What will June 6th look like?**

**9:00 am:** Team members will arrive your designated location, distribute t-shirts and/or get your superhero costumes on.

**9:30 am:** Hop onto The ALS Association Greater Chicago Chapter Facebook Page to participate in live-streamed warm-up, the opening ceremony, and the Walk countdown at 9:59 am.

**10:00 am:** Start walking along your designated path or start your team caravan. Capture your walk via social media.

**11:00 am:** Begin your post-walk superhero party!

Tune into our social media channels for updates and messages from across Chicagoland and be prepared for surprises along the way.



It's Time to Activate Your Superpowers.

That's a Lot of Change...

### **What is Staying the Same?**

- Coming Together on June 6th
- LIVE Zumba Warm Up
- LIVE Opening Ceremony
- Raising Awareness for ALS
- Raising Funds to Further the Mission of The ALS Association
- Staff Support
- Online Tools
- Constant Communication
- Event T-Shirts
- Superhero Theme
- Our Commitment to End ALS

# Where Do I Start?

**We're giving you all the tools you need for a SUPER Mini-Walk from home.**

Step one is to register for the Walk, just like you have in the past. Your Participant Center will remain the same, including your customizable team page, personal page, and fundraising goal amount.

Then it's time to choose what you want your team's Mini-Walk to look like. We'll send team captains a Superhero Supply Box that will include the tools to make Walks come to life. You decide the location, the route, and the decor. We can't wait to see your creativity come to life.

## **Fundraising:**

Although the event will look different, the need for funds is the same. The monies raised from June 6th will make a lasting impact on individuals battling ALS in our Chapter year-round.

Walkers who raise \$90 or more will receive an event-day t-shirt, and we have additional fundraising incentives for our new 2020 event.

## **Connect Online:**

If you are active on social media, follow the Chapter on Facebook, Instagram, LinkedIn, YouTube and Twitter at @ALSChicago. We even have a special Facebook page for our Walk community at **[facebook.com/walktodefeatalsgcc](https://facebook.com/walktodefeatalsgcc)**.

We'll also send regular communications via email to our Walkers to keep everyone in the loop!



## **Superhero Supply Box:**

Once you're registered, we'll send team captains their Superhero Supply Box, including:

- Planning Check List with categories like: how to plan, how to make your route, how to fundraise, who to ask, how to earn incentives, and media outreach kit.
- Superhero Masks
- Door Hangers for your Neighbors
- Stadium Cups
- Koozies
- Sidewalk Chalk to Chalk Your Walk
- Balloons
- Post-Walk Party Supplies
- And MORE!

**Register Today: [web.alsa.org/chicagowalk](https://web.alsa.org/chicagowalk)**

**Questions? We're here for you!**

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