MAYOR MICHAEL R. BLOOMBERG PROCLAIMS JUNE 18
"DYSTONIA CALL FOR ACTION DAY"
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Mayor is Keynote Speaker
At 20th Annual Dystonia & Parkinson's Golf Invitational

New York [June 18, 2012] -- New York City Mayor Michael R. Bloomberg, guest speaker at The Bachmann-Strauss Dystonia & Parkinson Foundation's 20th Annual Dystonia & Parkinson Golf Invitational held at Century Golf Club in Purchase, NY, has proclaimed June 18 "Dystonia Call for Action Day."

The Mayor's Proclamation was part of a 24-hour social media campaign designed to create buzz and awareness on Facebook and Twitter about dystonia all over the world.

Willie Geist of MSNBC served as emcee of the event, which raised more than $1.9 million to help fund medical research and medical care in the fields of dystonia and Parkinson's disease, is considered the Foundation's premier fundraiser. As this event marked its 20th year, it also ushered in a special campaign called *20/20: A Clear Path to the Future*, which will help fund an additional Center of Excellence that will encompass both dystonia and Parkinson's disease.

"There was robust bidding at the auction and, as a result, we are well on our way to being able to launch our second Center of Excellence for dystonia and Parkinson's disease by the end of 2012," said Sandra F. Cahn, Executive Director of the Foundation, who added that the first-ever Center of Excellence was established at Beth Israel Medical Center in New York City. "The purpose of the Center of Excellence is to bring together a top team of neurologists, including pediatric neurologists, surgeons, psychiatrists, genetic counselors and others, to confer about a patient's diagnosis and develop a comprehensive treatment plan. There is also a research

component and a fellowship training program to encourage more doctors to specialize in dystonia."

Auctioneer Jamie Niven of Sotheby's led the auction, featuring such sought-after items as a dinner and wine-tasting event at the home of Bonnie and Thomas Strauss, a well-known wine connoisseur; two exclusive golf packages; an escape to Napa Valley Reserve for two couples; a walk-on role in *Anything Goes,* a chance to ride in a McLaren F1 Race Car at a private racetrack, and hard-to-come-by tickets to the New York Yankees, New York Rangers, New York Giants, and more.

The annual golf outing attracts a group of influential people such as the top CEOs of financial corporations to local socialites, and this year included Thomas W. Strauss, who is currently CEO and President of Ramius, a Cowen Group company; Mark Standish, President and Co-CEO of RBC Capital Markets Corp; and others.

Dystonia is a neurological movement disorder that causes uncontrollable and, at times, painful spasms in one or more parts of the body. It affects an estimated 500,000 men, women, and children in North America alone, striking more people than muscular dystrophy, Huntington's disease, and Lou Gehrig's disease combined.

For further information about The Bachmann-Strauss Dystonia & Parkinson Foundation, visit the Foundation's web site at www.dystonia-parkinson.org. For information about the 20th Annual Dystonia & Parkinson Golf Invitational, please contact Christina Pepi, at 212-682-9900 or cpepi@bsdpf.org.

The Bachmann-Strauss Foundation is an independent, nonprofit, 501(c)3 organization that was established in 1995 by Louis Bachmann (1916-2000) and Bonnie Strauss in order to find better treatments and cures for the movement disorders dystonia and Parkinson's disease, and to provide medical and patient information. Key among its efforts, the Foundation funds scientific and clinical research and helps raise awareness of Parkinson's disease and dystonia among the general public and the medical community.

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