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For Immediate Release

Parkinson's 19th Annual 5K Walk and Fun Run Breaks Records

San Diego, May 31, 2005 – The Parkinson's Disease Association of San Diego (PDASD) recently held its most successful Walk ever on May 14th at DeAnza Cove in beautiful Mission Bay Park, raising more than \$75,000. “We doubled the number of walkers, tripled the number of teams, and increased gross revenue by 50%!” stated the organization's CEO, Ron Hendrix, Ph.D. “Everyone was in a festive mood as they listened to the music of the Dixie Express Jazz Band while Channel 10's News Anchor, Hal Clement, prepared everyone for the kick-off.”

One of the largest and most successful teams was formed by Raquel Sanchez, Brand Champions coordinator of HM Electronics, Inc. (HME) – the leading provider of customer-focused solutions for quick service restaurants and supplier of professional audio and surveillance equipment — located in Poway. As part of a company-wide branding effort, Sanchez said the walk was a key component in getting employees involved in the community. The Brand Champions said they were not previously familiar with the many challenges of Parkinson's disease, but wanted to encourage

employees to be part of a company-wide voluntarism and raise money for a good cause. After hearing a presentation about Parkinson's and its impact on those diagnosed, HME was inspired to recruit 43 team members and raise almost \$5,000.

PDASD attributed its success to the efforts of the 37 Team Captains, the Walk Committee and the many volunteers who came forward to help.

The Parkinson's Disease Association of San Diego is a 501(c) 3 voluntary health organization that exists to improve the quality of life of those with Parkinson's disease and their families in the Greater San Diego area, with programs and services, to promote medical research in the field of Parkinsonism and marshal community resources to support these efforts.

Programs offered by the Association include educational symposia, in-home respite, information and referral, advocacy, a Good Start program for newly diagnosed Parkinson's patients and their families, a support group network, a transportation/escort service, an equipment exchange program, and in-service training for assisted living and nursing home facilities.

For more information, please call (858) 273-6763 or visit www.pdasd.org.

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