

PRESS RELEASE

June 21 is World ALS Day
Some 100 People Will Gather at Jingumae and Lie on the Ground for a GORON Event
to Experience What It's Like for ALS Patients

Please Join Us for an END ALS RUN Event

Date: Sunday, June 19, 2016 Venue: NIKE+ RUN CLUB OMOTESANDO

Part 1: Talk Event, 13:00-14:00 (Reception to open from 12:30)

Part 2: Run Event, 14:30-16:00

[Tokyo—June X, 2016]

The END ALS Association (Representative: Katsumasa Fujita, Headquarter: Setagaya Ward, Tokyo) will host an END ALS RUN event on Sunday, June 19 to promote awareness and understanding of amyotrophic lateral sclerosis (ALS, also known as Lou Gehrig's disease), a disease designated as "intractable" by the Japanese government.

Part 1 of the event will invite END ALS supporter Jesse as a guest for a talk event that will also be joined by Masahiro "Hiro" Fujita, an ALS patient and founder of END ALS. A NIKEiD running shoes designed by Hiro will also be unveiled. Part 2 will be a run event participated by some 80 runners, who, in the middle of the run will be joined by other supporters, will lie on the ground ("GORON"*1) to experience what it's like for ALS patients not to be able to move. Furthermore, part of the proceeds from the sale of all running shoes designed with "END ALS" purchased at NIKEiD during the Digital Run period (end of July) will be donated to the END ALS Association.

ALS is a disease that can happen to anyone. Nevertheless, a treatment is yet to be found and even the cause still remains unknown. Aiming to put an end to such a disease we wanted to start running together both as a symbolic and actual physical gesture, that's why we came up with this "END ALS RUN" event. We will continue our activities with the belief that running together will lead to more donations, more research, and ultimately to end ALS.

END ALS RUN is co-sponsored by the following corporations: Nike Japan, Coca-Cola Japan, Recruit Holdings, Mitsubishi Tanabe Pharma, Quintiles Transnational Japan, Salesforce.com, IMJ Corporation and DIRECTUS.

We kindly ask that you come and cover this event.

[Event Details]

Date/Time: Sunday, June 19, 2016

Part 1: Talk Event, 13:00-14:00 (Reception to open from 12:30)

Part 2: Run Event, 14:30-16:00

Venue: NIKE+ RUN CLUB OMOTESANDO

MICO Jingumae, 4-25-12, Jingumae, Shibuya-ku, Tokyo

Featured Speakers for the Talk Event:

(tbd)

Masahiro "Hiro" Fujita, founder of END ALS



*GORON:

In order to get more people to understand what it's like to suffer from ALS, GORON is an act of lying motionless on the ground for a set amount of time to experience the state of not being able to move at all despite being conscious.

* Please note that camera positions for both still and video will be decided on a first-come-first-serve basis.

* Please RSVP by filling in necessary information in the attached sheet and return by Friday, June 17.

About Masahiro “Hiro” Fujita

Hiro, currently age 36, was born in Tokyo in 1979. He is a planning director at the international advertising agency, McCann Erickson Japan. He joined McCann Erickson in April of 2004 and was assigned to the Strategic Planning Division, where he planned and developed PR/influencer marketing and brand communication strategies. He was diagnosed with ALS in November of 2010. He became wheelchair-bound the following March and was placed on an artificial respirator in January 2012. In January 2013, he received a tracheostomy and lost his voice to speak again. Since then, he continues to carry on his work at the ad agency and activities for END ALS using the Tobii eye-tracking system, which allows him to operate a computer with blinks and eye movement. His book, “99% Thank You: Things Even ALS Can’t Take Away,” was published in November 2013.



About ALS

Amyotrophic lateral sclerosis (ALS, also known as Lou Gehrig's disease) is an intractable disease characterized by the gradual weakening and atrophy of the muscles in the entire body, including that of the limbs, throat, tongue, and that required for breathing. Meanwhile, bodily sensation, such as cognitive function, vision, hearing, and functions of the internal organs, remain intact. With the advancement of symptoms, in most cases, eye movement eventually becomes the only means of communication. Some patients even lose this ability and enter a “total locked-in state” in which all muscle movement is completely lost.

About the END ALS Association

The END ALS Association is an advocacy organization founded by ALS patient and advertising planner Masahiro Fujita in September 2012. Its goals are to drive awareness and understanding of the current conditions surrounding ALS patients.

Mission

- (1) To work to establish a treatment for ALS
- (2) To call out for change in the government’s medical care policy so that ALS patients can remain a member of society

The END ALS Association

Representative: Katsumasa Fujita

Founder: Masahiro Fujita

Location: 6-5-17 Soshigaya, Setagaya-ku, Tokyo

Founding: September 3, 2012

<https://end-als.com/>

To inquire about this release, please contact:

Miyoko Ohki

END ALS PR Office

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END ALS RUN Event

RSVP Form

Please return this form to:

Miyoko Ohki
END ALS PR Office
FAX: 03-3746-8339
E-mail: miyoko.ohki@mccannwg.com

June 19 Part 1

Talk Event, 13:00-14:00 (Reception to open from 12:30)

Attend: Yes () No ()

June 19 Part 2

Run Event, 14:30-16:00 (Reception to open from 14:00)

Attend: Yes () No ()

Company Name:

Media:

Department:

Contact Person:

Number of People That Will Come to the Event:

Camera: ENG () Still ()

TEL:

FAX:

E-Mail:

*If you are attending the event, please RSVP by filling in necessary information on this form and returning via FAX or e-mail by **Friday, June 17**.

* Privacy Policy:

All personal information provided on this form will only be used for the purpose of managing and contacting attendees to this event. The information will not be provided or entrusted to third parties other than those related to the event. When providing personal information on this form, please confirm and agree to the following by checking the box. I agree to providing my personal information

For further inquiries about our privacy policy, please contact us at: privacy@vectorinc.co.jp