

Putting the Green in St. Patrick's Day & MDA Fundraising

For MDA, St. Patrick's Day has become a meaningful way to engage customers in MDA's mission to save and improve the lives of kids and adults with muscular dystrophy, ALS and related life-threatening diseases. The iconic MDA Shamrocks, sold at retailers nationwide, have become synonymous with the St. Patrick's Day season as millions of customers give back to help families live longer and grow stronger.

St. Patrick's Day by the Numbers



Estimated spending on St. Patrick's Day in 2017:
\$5.3 billion¹



23.7 billion & 2.2 billion:
The number of pounds of U.S. beef and cabbage produced annually, respectively. Corned beef and cabbage is a staple at St. Patrick's Day celebrations.⁴



8 million
cards exchanged by Americans on St. Patrick's Day³



MDA Shamrocks 2017 Campaign Summary



25,000
participating retail locations



15.5 million+
paper Shamrocks sold



72.6 million
media impressions



11.7 million
digital ad impressions



1.9 million
social impressions



Facebook frames used by **19,000** individuals, with **3.8 million** views



2,450+
views on Shamrocks-related videos



Emails reaching more than **830,000** people



164,000+
visits to mda.org/shamrocks

Making a Difference One Shamrock at a Time



Funding **150** MDA research projects around the world



Providing care and support to **100,000+** individuals



3 research breakthroughs in the past year to treat Duchenne muscular dystrophy and spinal muscular atrophy



Helping kids experience MDA Summer Camp at nearly **75** weeklong camp sessions



Offering best-in-class, comprehensive care at **150+** MDA Care Centers

MDA[®]
Shamrocks

Muscular Dystrophy Association
mda.org/shamrocks

1 National Retail Federation (2017) <https://nrf.com/media/press-releases/st-patricks-day-spending-reach-53-billion-highest-survey-history>. 2 WalletHub.com (2017) <https://wallethub.com/blog/st-patricks-day-facts/10960/>. 3 History.com and Column Five Collaboration (2014) <http://cdn.history.com/sites/2/2014/01/st-patricks-day-infographic-final.jpg>. 4 United States Census Bureau (2016) <https://www.census.gov/newsroom/facts-for-features/2016/cb16-f04.html> and USDA National Agricultural Statistics Service (2015) <http://usda.mannlib.comell.edu/usda/current/MeatAnimPr/MeatAnimPr-04-30-2015.pdf> and <http://usda.mannlib.comell.edu/usda/current/VegeSumm/VegeSumm-01-29-2015.pdf>