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 billion



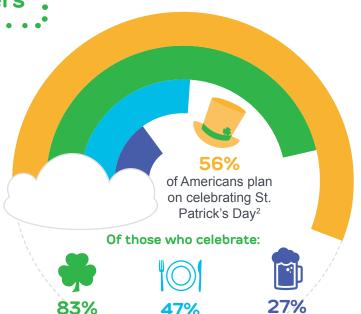


8 million cards exchanged by Americans on St. Patrick's Day³



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



will wear green 47% will make a special dinner or attend a

private party

will attend a party at a bar/ restaurant

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



Muscular Dystrophy Association mda.org/shamrocks