

For Immediate Release

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**Randolph, MA-based Advanced Lighting & Production Services
Sponsors benefit ride for ALS**

***Team participation puts a “Positive Spin” on finding a cure for
Mysterious neuromuscular disease***

Randolph, MA, March 18, 2003 --- Advanced Lighting & Production Services, (ALPS) announced today it's third year of participation in a cycling event and fund raiser to benefit ALS. Called the Positive Spin for ALS™, this year's event will be held Sunday, May 18, 2003, starting at the Longfellow Club in Wayland, MA.

The Positive Spin for ALS™ consists of four concurrent bike rides – 10, 25, 50 and 100-miles in length, each named in honor of a local person stricken with amyotrophic lateral sclerosis, (ALS), a progressively crippling and eventually fatal neuromuscular disease.

Money raised through the Positive Spin funds support services for more than 200 local patients and families living with ALS, and national research projects that will one day unlock the mystery of the disease.

This is the third year that the ALPS team has been involved with the event, donating electrical and communications equipment and trucking services, as well as a team of hard-working volunteers.

“As an event production company, organizing the logistics of a special event is one of our strengths,” said Dan Clawson, the production manager at ALPS, and leader of the company's involvement with the Positive Spin. He added, “Volunteering our equipment and energy to such an important cause is a great application of our expertise.”

Last year's Positive Spin attracted 300 riders and raised more than \$121,000 for the ALS Association, MA Chapter. This year, the hope is to have an even larger event.

Better known as Lou Gehrig's disease, ALS is a relentless disease that often takes adults in the prime of their lives. The average age of onset is 40-70, although it sometimes strikes adults as early as their late twenties. “This could have been any of

us,” said Clawson.

“We have a tremendous spirit of cooperation here at ALPS,” said company president Steven Way. “So when Dan came to us, announcing that he was involved in this event, I was not at all surprised to see colleagues offering to help.” He added, “We’re a small regional company, but are pleased to provide to the kind of equipment and experienced personnel that is required for the ride.”

In addition to Clawson, who lives in Sudbury, MA, the ALPS team of volunteers includes support drivers: Rui Alves, of Framingham; Alex Cheng, of Mansfield; Richard Gagliardi, of North Attleboro; Ethan Gilson, of Quincy; Kurt Gould, of Taunton; and Monica DeLuzio, of North Attleboro.

Collectively, the team provides and staffs the Support and Gear (SAG) Wagons and patrols the ride routes, assisting riders with equipment or fatigue problems. They carry tools, water, and first aid kits, and can help with simple mechanical problems, or transport broken/damaged bikes or tired/injured riders back to the start.

The team is now assembling to support this year’s ride, taking place on Sunday, May 18th. For more information about how to get your company involved, or to put a team of riders together for the Positive Spin for ALS™, visit www.positivespinforals.org or call (781) 326-8884.

About the Positive Spin for ALS™

The Positive Spin for ALS™ is an annual cycling event and fund raiser consisting of four concurrent bike rides designed for riders of any ability. The routes are 10, 25, 50 and 100-miles in length, and each is named in honor of a local person stricken with amyotrophic lateral sclerosis, (ALS).

At advanced stages, care for an ALS patient can cost up to \$200,000 per year. Money raised through this event finances programs such as a durable equipment loan program and respite care, for 200 local patients and their families through the ALS Association, MA Chapter. The money also supports national research to find effective treatments and ultimately a cure for ALS. For more information about the ride, visit www.positivespinforals.org.

About The ALS Association, Massachusetts Chapter

The ALS Association is the only national not-for-profit health agency dedicated solely to the fight against amyotrophic lateral sclerosis, or ALS. The ALS Association covers all the bases - research, patient and community services, public education, and advocacy - in providing help and hope to those facing the disease. The mission of The ALS Association (ALSA) is to find a cure for and improve living with ALS. The MA Chapter of the organization currently serves over 200 ALS patients. For more information, please visit www.als-ma.org.

About Advanced Lighting & Production Services

ALPS is one of New England's most comprehensive sources for theatrical lighting and effects. As a full service organization, ALPS has earned an excellent reputation for a vast and diverse inventory and an outstanding support system. Formed by the 1995 merger of BWA Lighting, founded in 1981, and DeV Enterprises, founded in 1990, ALPS provides innovative theatrical lighting design, full production services, rentals and sales for special events, corporate meetings and the theatrical markets.

For more information, call 781-961-3066, or visit www.alpsweb.com

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