

For Immediate Release

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Holland & Knight Sponsors Benefit Ride for ALS

Event Puts a "Positive Spin" on Finding a Cure for Mysterious Neuromuscular Disease

Boston, MA, April 18, 2003 --- The ALS Association, Massachusetts Chapter announced today that the Boston office of the legal powerhouse, Holland & Knight will sponsor its annual cycling event and fund raiser. 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 second year that Holland & Knight has been involved with the event, and will support the ride's success in a number of ways. In addition to the much appreciated cash donation the firm has made, Holland & Knight lawyers and staff will both ride and volunteer for various jobs on the day of the ride.

"Holland & Knight has always been a values-driven firm and we try to be as active in the community as possible," said Cheryl Barbato, senior marketing manager at Holland & Knight". She added, "We have a friend of the firm who has been personally affected by ALS and this is a very important way the firm wishes to show its support of her and her family."

Jim Jacobson, leader of Holland & Knight's northeast health law practice and active cyclist will be riding in the Positive Spin for the second year.

"I have always done century rides for the exercise and the challenge," said Jacobson. "I thought that raising money for this particular cause would help reinforce to my kids that it's important to be thankful for your health and give back for those who are not so lucky," he adds.

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 attract even more riders and raise more money.

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 Holland & Knight LLP

Holland & Knight is a commercial law firm with more than 1,250 lawyers in 24 offices in the United States. Internationally, offices are located in Rio de Janeiro, Sao Paulo, Mexico City, Helsinki and Tokyo, with representative offices in Caracas and Tel Aviv. Holland & Knight is among the 15 largest firms worldwide, providing representation in all major areas of law. The firm is nationally recognized for its pro bono work and for its commitment to local communities through the Opening Doors for Children program and its Holocaust Remembrance Project. www.hklaw.com

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