

For Immediate Release

Contact: Chris Joy
Trinity Communications
617.292.7456 / 617.803.3921
cjoy@trinitynet.com

Positive Spin for ALS™ Web Site Launched

*With positivespinforals.org, it's easier than ever to participate in
Annual bike ride for Lou Gehrig's disease*

Dedham, MA, March 14, 2003 --- The ALS Association, MA Chapter launched a new web site today for its annual cycling event and fund raiser, the 9th Annual Positive Spin for ALS™ to be held Sunday, May 18th at The Longfellow Club on Route 20 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, better known as Lou Gehrig's disease.

Keystroke Studios designed the new web site, through which riders, volunteers, corporate and individual sponsors, and vendors can get involved with the annual ride.

“This is an event that allows cyclists, from recreational riders to hard-core athletes, the chance to get out and do something fun and at the same time raise money in honor of people struck down by this brutal disease,” said Paul Tamburello, co-chair of the Positive Spin.

Of the web site, Tamburello says, “We are delighted with the site Keystroke has developed. The quality of the site reflects the heart and soul of the event, and more importantly for our riders, it's incredibly easy to navigate for quick access to all the pertinent information they need to get involved.”

Last year's 8th annual Positive Spin attracted 300 riders and raised more than \$121,000 for the ALS Association, MA Chapter. The organizers believe that this year both counts will increase through use of the new site, which can be found at www.positivespinforals.org

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 Keystroke Studios

Based in Watertown, MA, Keystroke Studios has been building premier-quality Web sites since 1996. The company specializes in startups and small-to-medium-sized businesses in the New England region. Keystone's clients' sites are elegant in design, easy to navigate, and lightning-fast to load. To learn more or to view Keystone's portfolio of web sites, please visit www.keystrokestudios.com