

# MONTHLY Feature

## What You Need to Know About the MDA Kevin Hart Kids Telethon



MDA and Kevin Hart have joined forces to launch the MDA Kevin Hart Kids Telethon, creating a multiscreen cultural moment that will entertain audiences while driving charitable contributions and awareness. Hart will be joined by celebrity guests including Jack Black, Usain Bolt, Josh Gad, Michael B. Jordan, Eva Longoria, Jillian Mercado, and more. Additional live content will include seven weeks of live gaming and esports events leading up to and simultaneous with The MDA Kevin Hart Kids Telethon. The Telethon will take place Oct. 24, 8-10 p.m. Streaming partners will be announced shortly.

### Why is the Telethon important to Care Centers?

Funding is critical in the time of COVID-19, as many of MDA's traditional events and activities have been cancelled. The Telethon will help drive revenue so we can continue to fund our critical mission, including the MDA Care Center Network, neuromuscular disease research, and MDA Summer Camp.

The Telethon also presents the opportunity to generate awareness about neuromuscular diseases, the MDA Care Center Network, the groundbreaking research that MDA supports, and the accomplishments of individuals within our community.

Care Centers will find value in the Telethon because it highlights the patients they serve, the organization they partner with, and the work/value they provide. The Telethon also gives them an opportunity to partner on fundraising efforts.

### How can you support the Telethon?

#### 1. TALK ABOUT THE TELETHON

Mention the Telethon at Care Center visits for families and for those using telehealth.

#### 2. SHARE OUR MDA TELETHON ANNOUNCEMENT

Post on your personal social media pages and use the hashtag [#MDAKevinHartTelethon](#). Here are some tips:

- Repost [@MDAorg](#) and [@kevinhart4real](#) posts on the Telethon
- Repost any media coverage of the Telethon
- Add your own personal take or note when you share. Here are some thought starters:

- Share how this will impact the work MDA is doing (e.g., there have been 11 new treatments in the past 5 years because of MDA's fundraising; funding supports research for a cure; funding supports camp for kids; funding supports care for this community, etc.)
- Share what you are most excited about: a particular guest, a bit Kevin might do, or something from the original Telethon you hope you'll see again

#### 3. HOST A CARE CENTER TEAM WATCH PARTY

- Choose a platform like Facebook Live, Zoom, or Microsoft Teams to VIRTUALLY watch the show with others.
- Invite your friends and family. Set up a Facebook event and/or share the link to your video call via email.
- During the show, interact with your guests by unmuting lines, turning on video, and using the chat function.

#### 4. DONATE AND FUNDRAISE

- Join with your coworkers, friends, and family to raise money doing something you love, like walking, golfing, cooking, or dancing. You can even fundraise through Facebook once you sign up. Click [here](#) to begin.
- Don't want to sign up? You can still fundraise on Facebook directly on our page at: [facebook.com/MDAorg/fundraisers/?view\\_public\\_for=147896321153&ref=page\\_internal](https://facebook.com/MDAorg/fundraisers/?view_public_for=147896321153&ref=page_internal)

#### 5. PARTICIPATE IN MDA LET'S PLAY

- MDA Let's Play for a Cure events will be posted on the MDA Let's Play for a Cure Twitter account. Please follow this account for all gaming updates.
- Register on Discord and start playing with our community.
- Visit our DonorDrive page for full instructions on how to engage in MDA Let's Play for a Cure.
- When posting on your personal social accounts, use the official hashtag [#LETSPLAYFORACURE](#) and tag [@MDALetsPlay](#) on Twitter.
- Encourage patients, doctors, nurses, physical therapists, etc., to game together!