

**American Parkinson Disease Association
E-FR – October (A Scary Diagnosis)**

Possible Subject Lines

choose 2 for a/b test

Halloween ... and a Scary Diagnosis

Not All Scary Things Go Bump in the Night

Banish the Goblins of a Parkinson's Diagnosis

E-Mail Text

Dear [salutation],

Scary stories of ghosts and witches are great for kids at Halloween. But a Parkinson's diagnosis truly is frightening for adults who know little about the disease.

But you [banish the ghosts and goblins that haunt a future with Parkinson disease](#) through your partnership with APDA! You bring solid information on Parkinson's disease to those who need it most.

As 65,000 Americans receive a PD diagnosis each year, the need for APDA support and information is urgent right now. Here's what you make possible:

- More than 60 Information and Referral Centers provide education, referral and support.
- Over 1,000 support groups offer current information on research, treatment and coping.
- APDA targets funding of leading-edge research, medical conferences, and symposia.
- Public awareness and educational materials dispel misconceptions about the disease.

Cast Out Fear of Parkinson Disease



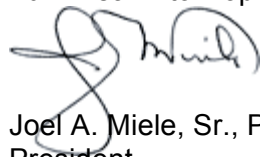
Support research and education as you [give to \\$XX ... \\$XX ... \\$XX or more to APDA now!](#)

Through APDA you [bring friendship and personal support to 1.5 million Americans who live with PD.](#)

As Halloween draws near, find how you lift the fright from the hearts of those with Parkinson's and their families. Go to www.apdaparkinson.org. Not just those who live with Parkinson's – but all who care about them – need to learn as much as possible

APDA ... that's you and me easing the burden and finding the cure. Help me get rid of those things that go bump in the night when you [give to \\$XX ... \\$XX ... \\$XX or more to APDA now.](#)

Turn Fear into Hope!



Joel A. Miele, Sr., P.E.
President

American Parkinson Disease Association

**DONATE
NOW**

Donation Page

Thank you for taking the fear out of Parkinson's diagnoses by coming to this page to support urgently needed APDA programs.

By completing the form below, you'll replace fear with hope as APDA reaches out to those who live with the challenges of this degenerative disease. Through your tax-deductible gift, you'll help find new treatments and an eventual cure. That's why your support is vital to the fight to end Parkinson's.

Putting an End to Fear!



Joel A. Miele, Sr., P.E.
President
American Parkinson Disease Association

Photo Source



Pumpkin

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