

# muscles for muscles

**athletes** support therapy research  
for **spinal muscular atrophy**



muscles <sup>for</sup> muscles

[www.muskeln-fuer-muskeln.org](http://www.muskeln-fuer-muskeln.org)

supported by Paralympics-Champion Wolfgang Sacher

sport supports





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### athletes need **muscles** – humans without **muscles** need support

muscles for muscles is an initiative, founded in 2009 by athletes and addresses to athletes, teams, sport events and sport organisations. We do charity work and we want to:

- create awareness for spinal muscular atrophy (SMA), a widely unknown disease with fatal effects
- increase donations for national and international SMA foundations
- gain athletes, sport events and sport organisations as ambassadors for our initiative, because sport and muscles are aligned inseparable.
- support a therapy research for spinal muscular atrophy



## SMA – a disease with fatal effects

- neuromuscular disease caused by a genetic defect
- incidence: 1:6.000 at live births
- causes partial or complete paralysis of the body by muscular atrophy. Limited lifespan is the consequence
- mostly from the very first patients need wheel chair and permanently and everlasting care
- there are about 5.000 patients in Germany
- widely unknown disease without publicity



## SMA needs awareness and a chance

- SMA is widely unknown in public; even diagnostic is often possible not until after long and stressful detours
- also rare diseases, even with such fatal effects, need a lobby
- cause is identified since about 15 years. Research is in process but expensive and under profitable for private pharma industry. Research is taking place primarily at university hospitals.
- donations are relatively spare



muscles for muscles supports the german initiative –  
**„Eine Therapie für SMA“**

- initiative within the DGM e.V. (Deutsche Gesellschaft für Muskelkranke). [www.initiative-sma.de](http://www.initiative-sma.de)



- founded in 2001 by parents and patients
- target: to accelerate the development of a treatment for SMA
- donations since 2001: € 870.000 (status February 2010). Are used for selected national and international research projects
- international collaboration amongst others with the US-organisation „Families of SMA“ ([www.fsma.org](http://www.fsma.org)) and SMA Europe ([www.sma-europe.net](http://www.sma-europe.net))



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### athletes as ambassadors for SMA

athletes, humans with efficient muscles lobby for SMA patients by acting as SMA ambassadors while doing their sport. For us, all passionate and active athletes by ourselves, athletes are the ideal ambassadors and „media vehicle“ for our initiative, for:

- sport and efficient muscles are aligned inseparable
- the target group is enormous for sport is one of the most popular leisure activity all over the world and is done by millions of humans in different sports. Also competitive sport (professional and non professional) has high media attention
- we believe, athletes understand best what it means to have less or totally inefficient muscles. What would it mean for their beloved sport?



## becoming an SMA ambassador – at any rate a benefit for all

### ▪ **teams**

let your team (club-, leisure or company team) get in exercise for a charity intention and become SMA ambassador by putting our logo on your jersey. We can provide you with logo and claims and can support you also in conceptual way

### ▪ **sport events and sport organisations**

become our partner and designate your event or your sport with the motto „muscles for muscles. So advertise your event or sport and at the same time a good charity intention. A benefit for all. We can provide you with logo and claims and can support you also in conceptual way

### ▪ **Team SMAider** for single athletes (**Run – Bike - Tri**)

become team member and buy our bike or run jersey including donation part. Become SMA ambassador (cooler: SMAider) and RUN, BIKE or TRI for SMA: within training, competition or just for fun.



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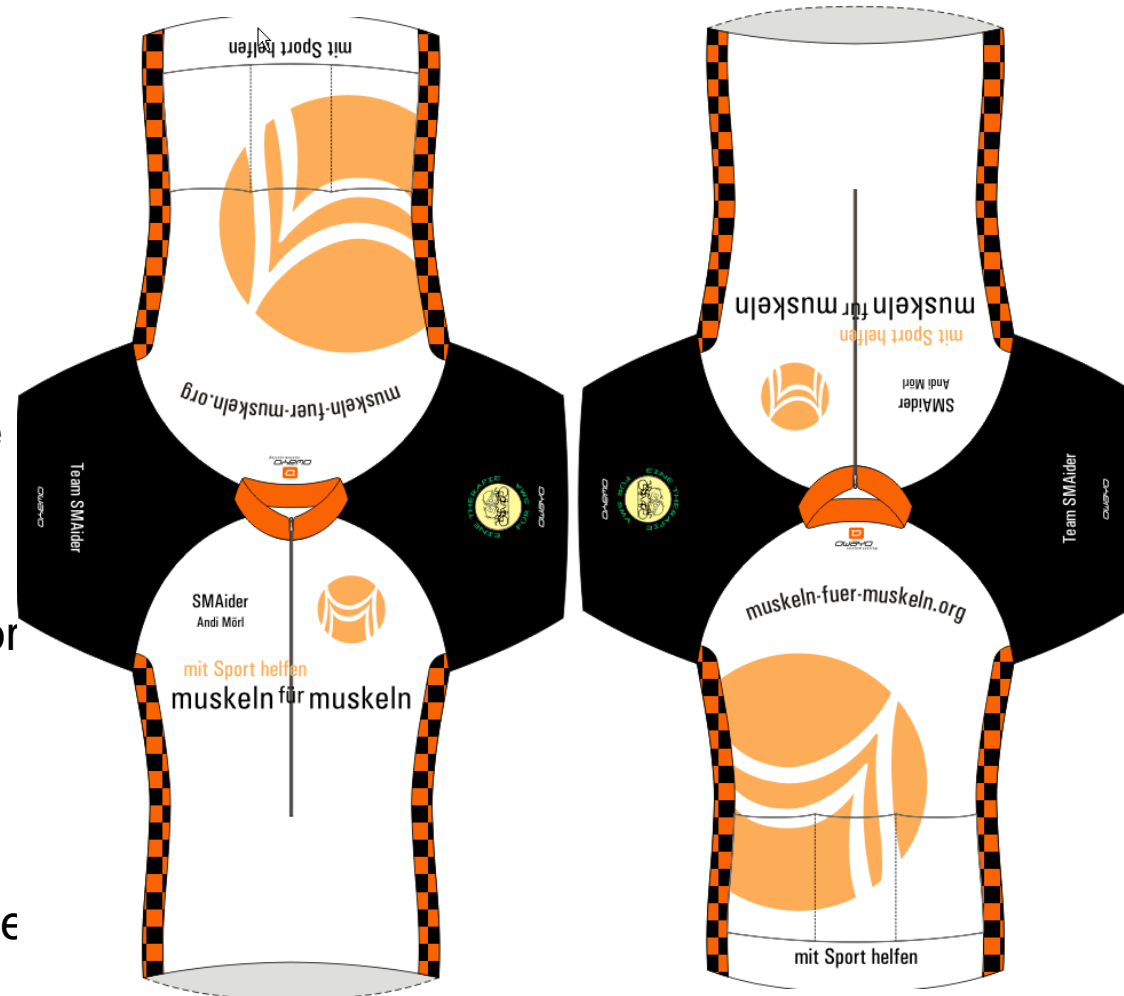
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### Team SMAider- Run, Bike or Tri for SMA

- virtual team without club force
- membership through jersey purchase
- SMAider do their sport for more awareness of SMA and our ideas
- sale directly through muscles for muscles
- price: € 45,- including donation of € 15,- (e.g. bike jersey)
- personal name of driver possible







## our team – idealists and experts

- Andreas Mörl, 43 years old and founder. Running and biking endurance sports athlete. Finisher of different triathlons and marathons. Father of a SMA patient (daughter Emma, five years old, SMA Type II)
- Nina Mörl, 38 years young, finisher of heat-marathon 2003 in Vienna and mummy of Emma
- Florian Bauer, 33 years old, bike addicted, whether MTB oder road race bike. Experience in 24 h bike marathons,alps-crossing and similar
- supported by family, friends and the marketing agency SUIT ([www.suit.de](http://www.suit.de))
- due to our passion for sport we have endurance and can bear up in every sense. Giving up is not our nature
- we have expertise in marketing, organisation and communication for many years
- **and:** we believe in our idea. Do it as well



## our patron – Paralympics-Champion Wolfgang Sacher

### sucess stories

- Paralympics-Champion in Beijing 2008 (single time trial)
- silver medallist Paralympics in Beijing 2008 (track cycling, single chase)
- Bronze Paralympics in Peking 2008 (track cycling, 1.000 Meter)
- World Champion 2006 in Aigle (road race cycling)
- 2 x Vice-World Champion 2006 in Aigle und 2007 in Bordeaux (track cycling, single chase)
- and other international results



[www.wolfgangbacher.de](http://www.wolfgangbacher.de)

„I consider support for muscles for muscles for important. As the patron it is a pleasure for me to support the ideas and goals of these initiative directly and with my name“



other **famous** muscles for muscles ambassadors....



**Claudia Häussler**

bike professional - Team Cervélo  
winner Giro d'Italia 2009

[www.claudia-haeusler.de](http://www.claudia-haeusler.de)



**Katja Konschak**

triathlon professional  
2nd place ironman Barcelona 2009

[www.katja-konschak.de](http://www.katja-konschak.de)



**Dr. Ulrich Konschak**

doctor and triathlon enthusiastic  
Ironman-Time under 9 hours

[www.ulrich.konschak.net](http://www.ulrich.konschak.net)



**Conny Karlstedt**

flight controller and long distance  
runner

[www.dj-infinity.de](http://www.dj-infinity.de)



and more than 300 Team SMAider members with rising tendency





## our principles

- we want to get involved and to be active with a charity intention
- we ourselves have no pecuniary interest but want to lobby for SMA patients
- we are fair and clean athletes. We do not accept doping in sport in any way
- we believe, that doping must be defeated. But at any price?
  - doping for rather healthy humans costs millions of Euros
  - analytic process costs millions of Euros
  - defeating doping costs millions of Euros and ties up research capacity
  - our wish: research for sick persons instead of doping for healthy humans



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donations are important, cause research is expensive

muscles for muscles supports organisations, which use donations directly for SMA research.

In Germany we support „Eine Therapie für SMA“ ([www.initiative-sma.de](http://www.initiative-sma.de)), an initiative within the German Society of Muscle Diseases ([www.dgm.org](http://www.dgm.org))

**donations account:**

Förderverein für die DGM e.V.

Konto: 743 850 4748

BLZ: 600 501 01 (BW Bank Stuttgart)

IBAN: DE68 6005 0101 7438 5047 48

BIC: SOLADEST

reason for payment: muscles for muscles



## central contact

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[www.muskeln-fuer-muskeln.org](http://www.muskeln-fuer-muskeln.org)

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Coordinator Team SMAider: [florian.bauer@muskeln-fuer-muskeln.org](mailto:florian.bauer@muskeln-fuer-muskeln.org)



Andreas Mörl (left), Paralympics Champion Wolfgang Sacher (middle), Florian Bauer (right), Emma Mörl (in front)  
Photo: Werner Müller-Schell