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"Never Give Up" Wristbands, In Memory of all People with ALS (PALS), Now Available

Agoura Hills, CA--November 9, 2004--The first shipment of "Never Give Up" Wristbands In Memory of all PALS arrived today and are now on sale. Already over half of the 10,000-piece shipment has been sold to friends, family, PALS, and ALS advocates across the United States.

The "Never Give Up" project was created and designed by Michelle Rozzen, an avid water polo player and creative arts major at San Jose State University. Her father, David Rozzen, was diagnosed with bulbar onset ALS in June 2002. This devastating disease robbed him of his speech, movement of his hands and feet, and his ability to breathe and eat. "I know that my dad had his tough days, but he put up a long and difficult battle with ALS because he chose to never give up," says Rozzen. Dave's strength and determination to fight and find a cure for ALS is the motivation behind his daughter's wristband project.

Inspired by the Lance Armstrong Foundation's "Live Strong" campaign, the "Never Give Up" wristbands are red in color and feature the slogan "Never Give Up" on the outer front. Inside, there is a special inscription, "in memory of all PALS." "Because of the whole 'Live Strong' popularity, I thought to myself 'why can't we do something similar like this for ALS' because there is so little awareness about the disease," says Rozzen.

The wristbands will be sold for \$1 each, and all proceeds will help The ALS Association, Greater Los Angeles Chapter (ALSA-GLAC) support research to find a cure for ALS and provide much-needed services to patients and their families. Both Rozzen and The ALS Association are hoping the "Never Give Up" campaign will become a national phenomenon.

"Please wear your "Never Give Up Wristband" to increase awareness of ALS and to support the work of the Greater Los Angeles Chapter of The ALS association," encourages Rozzen. "My family and I would like to make my dad's wish come true and find a cure for ALS."

For more information, please visit: www.nevergiveup4pals.org
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