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For Immediate Release

## **LA Kings Ice Crew Will Help Raise Awareness for Incurable Brain Condition**

**The Los Angeles Kings Ice Crew will join the Hydrocephalus Association at their inaugural charity WALK in Los Angeles on September 29, 2013.**

*Los Angeles, CA, September 10, 2013:* The Los Angeles Kings Ice Crew will join more than 400 walkers representing local families, schools, corporations and organizations as they mobilize for the Hydrocephalus Association's (HA) inaugural Los Angeles WALK on Sunday, September 29, 2013 at Exposition Park. The Kings Ice Crew will make a special guest appearance for the inaugural family-friendly event, which hopes to raise \$60,000 that will be used to support the association's critical research initiatives and current education and outreach programs. HA is the largest non-profit patient advocacy organization dedicated solely to supporting individuals living with hydrocephalus.

"There is no cure for hydrocephalus and the current treatment requires brain surgery. We need to raise money for research to find a cure and improve treatment options," stated Cortney Pellettieri, one of the event co-chairs and mother to 6 year-old Max, who acquired hydrocephalus around the time he was born. "Putting together a walk and helping raise awareness for hydrocephalus makes me feel less helpless, and like I'm making a difference."

Hydrocephalus is characterized by the abnormal accumulation of cerebrospinal fluid within cavities in the brain. Over one million Americans live with hydrocephalus. About two in every 1,000 babies are born with hydrocephalus, it is diagnosed in the senior population, and people who sustain even moderate traumatic brain injuries (TBIs) can develop the condition. The Hydrocephalus Association began funding research in 2009 to seek better treatment options and, ultimately, a cure. Since then, HA has committed well over \$3 million to fund critical research initiatives.

The walk begins at 9:30 am. Registration and check in are open at 8:00 am. This is a family-friendly event that will include face painting, a hockey rink, and a DJ. Sprinkles Cupcakes is a sponsor for this year's inaugural WALK event. Families with hydrocephalus are invited to tell their story in poster format to be displayed on Ambassador Avenue. Participants raising \$50 or more will receive an HA WALK T-shirt. Participants who raise anywhere from \$250 to \$10,000 or more will win prizes ranging from a sweatshirt to a Soundlink Bluetooth Mobile Speaker. Please contact Cortney Pellettieri at CPellettieri@hearst.com for more information. There is still time to register to participate as a team or an individual walker by visiting <http://walk4hydro.kintera.org/losangeles>. Interested individuals can also call the HA national office at 888-598-3789 Ext. 12 or email [walk@hydroassoc.org](mailto:walk@hydroassoc.org).

### **About the Hydrocephalus Association**

Founded in 1983 by the parents of children with hydrocephalus, the Hydrocephalus Association is the nation's largest and most widely respected organization dedicated to hydrocephalus. More than 60 percent of HA's funding comes from individual donations and events, and approximately 35 percent comes from foundation and corporate grants. The Hydrocephalus Association's mission is to eliminate the challenges of hydrocephalus. For more information, visit the Hydrocephalus Association Web site at <http://www.hydroassoc.org> or call (888) 598-3789.

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