



Defeat MSA Awareness Shoe Posing and Staging Suggestions

These are **GENERAL** suggestions; some may not apply to the notables that you are asking or the venues where the Shoe is appearing. These ideas are simply to keep in mind your creativity and the notable's ideas on how to pose with the Shoe and where it should be staged are the most important!

THANK YOU FOR YOUR EFFORTS TO HOST THE MSA SHOE!

Notables/Famous People/Celebrities: chef, musician, athlete, actor, actress, business leader, government official, personality, caregiver, patient, etc.

Hosts: those people taking the MSA Shoe out to get photos and/or video; those families and business owners hosting the Shoe at their place of business or on their property, etc.

Media Clips: A less than 30 second video clip of the notable saying something to the effect of:

Hi, my name is _____. I am supporting awareness about Multiple System Atrophy by posing with the MSA Shoe (at my place of business or home). For more information, visit www.MSAshoe.org and please donate! We need a cure for this terrible disease. Please help now!

Ask for the release to be signed prior to the photo-op or media clip (or immediately after); two releases, both signed by notable, one for us and one for them.

- Efforts should be made for only the Shoe and Notable to be posed together (unless the notable requests others to join)
- If a notable wants another photographer to do the photo-op/media-op, that's great - but we want to get a copy of it (and contact information of the photographer, also there may be a flash drive in your host packet and you can put your image on there) and the host should still take a photo for our use (in addition to any taken by other photographers)

- If possible, mention the whole name of the disease (not just MSA) but "Multiple System Atrophy", "This Shoe travels the world in a symbolic marathon, appearing in unique locations and with notable personalities to help raise awareness about Multiple System Atrophy."
- If photo-op involves groups, all people can point to the shoe or touch the shoe....
- If staging the Shoe in an odd place or unique place, rest the Shoe on the folded purple blanket (if provided), it gives it a background for the Shoe to stand out on....
- Possible ways to pose with the Shoe: having the notable hold, cradle, hug, embrace, kiss, sit/lay alongside the Shoe, etc. (Discourage anyone putting the Shoe on or any kind of disrespectful gesture - no obscenity, acting like one is licking or eating - anything that could be construed by MSA families as disrespectful - this Shoe has been held and followed by their loved one – oftentimes, that MSA patient is now deceased – therefore, respect of the Shoe is key)
- Items, momentos should not be removed from Shoe unless it is only temporary for a photo-shot to be done....
- Provide brochures and business cards to notable; and take theirs in return if they have one available.
- We will send an emailed/electronic copy and framed copy of their photo(s) for installation at their choice of location (restaurant, place of business, home, studio, etc)
- If a notable wants to donate to cause - point them to the website or the business card of the sponsoring charity (DefeatMSA.org) and indicate to them that the Shoe itself is a registered non-profit: www.MSAshoe.org
- If a notable wants to send a donation to help defray cost of the MSA Shoe travel, the March MSA Awareness billboards, the website development and/or the Shoe charity administration, please refer them to: www.MSAshoe.org. Checks can also be mailed to charity headquarters:

Defeat Awareness MSA Charity (501c3)
29924 Jefferson Avenue
Saint Clair Shores, Michigan 48082 USA