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Spina Bifida Association (SBA) Announces Partnership with Chideo

SBA Launches Channel on the Charity Network, Kicks Off Fundraising Campaign with NBA Hall of Famer Dominique Wilkins

Arlington, VA (11/5/2014) – Earlier today, the Spina Bifida Association (SBA), a 501(c)(3) nonprofit and the nation’s only voluntary health organization dedicated solely to Spina Bifida, announced their partnership with Chideo, the first interactive charity broadcast network.

“Our partnership with Chideo is a great opportunity for SBA to connect with people outside of the Spina Bifida community and significantly raises the profile of Spina Bifida,” said Sara Struwe, the CEO and President of SBA.

Raising awareness for Spina Bifida is one of SBA’s top priorities, and Chideo is the first interactive network dedicated to helping nonprofit organizations amplify their messages and engage their communities in a meaningful way. Chideo is an online platform where fans and celebrities share and connect in the spirit of doing good and where charities raise money using exclusive video content from their personality supporters.

Chideo’s list of leading charity partners include organizations such as the American Heart Association, American Red Cross, and Water.org with a roster of more than 100 celebrity ambassadors including Bradley Cooper, Halle Berry, Condoleezza Rice, Emmitt Smith and President Clinton.

SBA has launched its own branded channel on the Chideo platform with Dominique Wilkins, NBA legend of the Atlanta Hawks, as their celebrity ambassador. Wilkins is a father of a daughter with Spina Bifida. Wilkins will create exclusive video content in response to fan suggestions in order to help raise awareness and much-needed funds for the SBA. In addition, Wilkins will partner with Chideo to bring fans the chance to win unique experiences and merchandise in exchange for donating to SBA. Eighty percent of all proceeds will go directly to SBA and help fund research, programs and resources for the Spina Bifida community.

“We are thrilled to be partnering with an amazing organization,” said Struwe. “This is just one of many great things to come for SBA.”

To view SBA’s Chideo profile and watch videos of Dominique Wilkins, please visit:
<https://www.chideo.com/personality/dominique-wilkins/>.

To learn more about Spina Bifida or SBA, visit www.spinabifidaassociation.org.

Founded in 1973, the Spina Bifida Association of America (SBA) is a 501(c)(3) nonprofit organization that serves adults and children who live with Spina Bifida (SB) – a challenging birth defect. It is the nation’s only voluntary health agency that works exclusively for people with SB and their families through research, advocacy, education, and service. Through its network of Chapters, SBA has a presence in more than 125 communities nationwide and touches thousands of people each year. For more information, visit www.spinabifidaassociation.org or call (800) 621-3141.