

FOR IMMEDIATE RELEASE
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Spina Bifida Association (SBA) Partners with Dominique Wilkins

NBA Legend will Create Exclusive Video Content, Offer One-of-a-Kind Fan Experiences on Chideo to Benefit SBA

Arlington, VA (11/10/2014) – 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, launched their profile on Chideo, the first interactive charity broadcast network, with NBA legend Dominique Wilkins of the Atlanta Hawks as their celebrity ambassador.

“Every day, about eight babies born in the United States have Spina Bifida or a similar birth defect of the brain and spine,” said Sara Struwe, the CEO and President of SBA. “We are ecstatic that Dominique Wilkins has decided to team up with SBA to help raise awareness.”

Wilkins, a father of a child with Spina Bifida, will create exclusive video content on Chideo in support of SBA to help raise much-needed funds for research, programs and resources for the Spina Bifida community. Wilkins will create videos in response to fan suggestions and voting. Fans are encouraged to donate and watch the videos with 80 percent of all proceeds going directly to SBA.

SBA’s partnership with Wilkins includes a donate-to-enter fan experience where the grand prize winner will win an all-expense-paid VIP trip for two to a Hawks regular season game, including courtside seats and a meet-and-greet with Wilkins. In honor of the 25th Anniversary of the Reebok Pump, Reebok also will be contributing a custom pump sneaker as a prize designed by Kickstradomis – a sneaker and design artist and legend in the shoe world.

To enter the sweepstakes, fans simply register on Chideo and donate \$10 to SBA for a chance to win. Fans who choose to donate \$25 or more to SBA will also receive additional incentives, including a Hawks Game Day Pack and signed retro Wilkins jersey among others.

“This partnership is unprecedented for SBA and is an amazing opportunity for us to educate and build awareness of a birth defect that affects more than 166,000 people in the U.S.,” said Struwe.

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

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thousands of people each year. For more information, visit www.spinabifidaassociation.org or call (800) 621-3141.

ABOUT CHIDEO

[Chideo](#) is the first interactive charity broadcast network and home for exclusive content where users and celebrities share and connect in the spirit of doing good. Chideo features personality-driven content across the broad spectrum of entertainment, sports, music, fashion, food, design and culture. With the option to donate to watch premium programming or simply enjoy free videos made possible by generous corporate partners, fans not only enjoy entertainment from their favorite personalities, but they also make valuable contributions to their respective charities. Users are also encouraged to visit each charity's page and, hopefully, be inspired to support their important work and share it with friends. In addition, Chideo offers a myriad of contests and giveaways exclusively for fans who are registered on the free digital platform.

Chideo was founded by entrepreneur and philanthropist, Todd Wagner. The Chideo App was recently named one of Mashable's 5 Apps You Don't Want to Miss, as well as a Must Have Download by AppAdvice Daily and a Best New App on the App Store.