Maia Shockley

FOR IMMEDIATE RELEASE
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A child story that will conquer your heart

St. Petersburg, FL- October 29, 2010- Maia's story is not commonly known in this small community. Maia is just another ordinary little girl, who loves Lucky Charms cereals in the morning, and at the night, loves to eat spaghetti. Maia's little dream is to walk on her own without any strollers or any help from her mother.

Maia Shockley was diagnosed with Spinal Muscular Atrophy (SMA), a genetic disease that destroys the nerves responsible for controlling voluntary muscle movements such as sitting, standing, walking, head and neck control, eating and swallowing.

According to Dr. Raymond Fernandez; Maia's physician, there is no cure or treatments for SMA. But there is hope.

"My hope is to find a cure for my daughter Maia, and also help children in the future, so they don't have to suffer this disease" said Lisa Shockley while rubbing her eyes.

In order to promote awareness to the community, Lisa Shockley is organizing an event that will promise to raise and create more awareness to this unknown disease.

The event is called "Fashion for Gala, benefiting Maia Shockley & the families of SMA" and is going to take place On Sunday, November 21st 2010, at the St. Peterburg Women's Club; 40 Snell Isle Blvd NE, at 5:30 to 10:30 pm. Come dresses as your favorite Old Hollywood Star or wear your best "Red Carpet" Attire. Cocktails, fashion show, dinner, silent auction and music are part of the evening's program. Come enjoy the relaxing music in great environment.###

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Hope arrived just in time

St.Petersburg,FL- November 28, 2010- Hope arrived just in time to save little Maia; a girl who conquered the hearts all of the people in the area St. Petersburg area, a girl who fights with her life each hour.

Maia Shockley was diagnosed with SMA, Spinal Muscular Atrophy. Most of the children who are diagnosed with this unexpected disease die before age of two. Maia Shockley just turned two. The chances of her survival are diminishing.

However, not many children are fortunate to have a mother like Maia's. Lisa Shockley was devastated when she heard the sad truth about her daughter's illness. Nonetheless, Lisa Shockley met this challenge head-on and continues to fight for a cure for her daughter. Lisa Shockley is optimistic saving her daughter's life.

Recently, Lisa Shockley launched an event to raise money to find a cure for her daughter. Lisa's goal was to raise $12,000. After, a lot of effort, Shockley's family has met their goal.

Recently, Doctors and many researchers are taking their time to study and look for a cure for this unstoppable disease.

Hope is still there…

Maia Shockley

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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Join a Fashion event for a cure for Maia Shockley

WHO: Lisa Shockley, mother of Maia Shockley
WHAT: An event to raise money to cure Maia Shockley and many other kids.
WHEN: Sunday November 21st, 2010 at 5:30pm to 10:30pm
WHERE: St. Petersburg Women's Club 40 Snell Isle Blvd NE
WHY: To raise money to save a little girl's life fighting with SMA (Spinal Muscular Atrophy)

St.Peterburg,Fl- Lisa Shockley, the mother of Maia Shockley wants to make an event that will benefit Maia Shockley and families of SMA.

Maia Shockley

FACT SHEET

- Since Maia Shockley was born, she was diagnosed with Spinal Muscular Atrophy.
- SMA is a genetic disease that destroys the nerves responsible for controlling voluntary muscle movements such as sitting, standing, walking, head and neck control, eating and swallowing
- There is currently no treatment or cure for SMA
- In the US, one in every 49 people carries the gene that causes SMA, a child of two carriers has a one in four chance of developing SMA
- Maia Shockley has type 1. Usually these, kids don’t live more than two years, and Maia just turned two.
- There are four types of SMA: Type 1 affects children before birth to 6 months, type 2 affects children between 6 to 18 months, type 3 after 18 months, type 4 begins in adulthood.

Maia Shockley

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A child’s story that will conquer your heart

St. Petersburg,Fl – October 29, 2010- Spinal Muscular Atrophy, SMA is a disease that kills dozens of children under the age of two each year. In the U.S, one in every 40 people carries the gene that causes SMA. A child of two carriers has a one in four chance of developing SMA.

Maia Shockley is such a child. According to Maia’s physician Dr. Raymond Fernandez, a neurologist, the main symptoms are weakness in most of the muscles that are in the center of the body, such as those of the shoulders, hips, thighs, upper back, and the respiratory system. Little Maia has many of the symptoms. She cannot neither stand up on her own; nor walk nor hold her head up for more that fifteen minutes. She requires constant supervision by her mother, Lisa Shockley.

Maia’s chances of survival are 50/50. “When the doctor approached me at the emergency room with this horrible news, all my dreams and hopes went to the dark hole”, said Lisa Shockley. Mrs. Shockley’s hope is to find a cure for Maia’s disease and thereby help other children avoid the same suffering that her daughter is going through. “Currently, there is no cure for the disease, but patients can undergo physical treatments” said Dr. Raymond Fernandez.

Mrs. Shockley's goal is to get the word out to the community so that people are aware that SMA is a killer disease and that it can happen to anyone. Towards this end, Lisa is organizing an event to raise money for those children in need.

Because hope is not lost, therefore, Lisa Shockley is organizing an event that will benefit Maia Shockley and the families of SMA. "I just want to help" said Lisa Shockley.

The event is called Fashion For Gala "Reliving the golden age of Hollywood Gala". This is going to take place at St. Petersburg Women's Club at 5:30pm to 10:30pm on Sunday, November 21st, 2010. Come enjoy the relaxing music in great environment with these gifted children, God will thank you.

Maia Shockley

PSA 1

Clip of children rolling their wheelchair , smiling at the camera.	
Then, Campbell Brown (CNN anchor) starts by talking in a sensitive voice.	\ EVERYDAY, ONE CHILDREN WILL LOSE HIS OR HER LIFE DUE TO SMA. IN THE US, ONE IN EVERY 40 PEOPLE CARRIES THE GENE THAT CAUSES SMA. A CHILD OF TWO CARRIERS HAS A ONE IN FOUR CHANCE OF DEVELOPING SMA. SMA, A GENETIC DISEASE THAT DESTROYS THE NERVES RESPONSIBLE FOR CONTROLLING VOLUNTARY MUSCLE MOVEMENTS SUCH AS SITTING, STANDING, WALKING, HEAD AND NECK CONTROL, EATING AND SWALLOWING. MOST OF THE CHILDREN DIE NBY THE AGE TWO.
Clip of a child with SMA crying and hugging his mom	SADLY NOWADAYS, THERE IS NO CURE FOR SMA, BUT THERE STILL HOPE.
	PLEASE DONATE
GFX: treatment is within reach	
GFX: For more info and to donate go to http://www.smafoundation.org/	

Maia Shockley

PSA 2

Campbell Brown (CNN anchor) starts by talking in a sensitive voice.	HERE IN TAMPA BAY, THERE ARE SEVERAL CHILDREN WHO ARE TORMENTED BY THE GENETIC DISEASE SMA.
gfx: meet maia shockley	
clip of maia playing with her dolls	
Voice over of Maia’s mother Clip of a mother hugging her daughter	IT IS REALLY HARD TO IMAGINE THAT YOU LIFE IS TORE INTO PIECES, WHEN YOU HAVE A DAUGHTER WHO SUFFERS EVERYDAY IN ORDER TO WALK. IT IS EVEN HARDER TO WATCH YOUR OWN DAUGHTER TELLING YOU; WHY I AM BORN LIKE THIS? THE ONLY THING TO LOOSE IS YOUR FAITH
Gfx: meet Allison Kerns Clipf Allison kissing his dad A closed-up of her face	ALLISON WAS DIAGNOSED JULY 22, 2006. “I TOOK ONE LOOK AT AN SMA WEBSITE, CRIED MY EYES OUT AND NEVER LOOKED AGAIN. ALL WE KNEW WAS THAT ALLISON WAS GOING TO BE IN A WHEELCHAIR. I THOUGHT”. “HOWEVER, SHE AMAZES MICHAEL AND ME DAILY AND MAKES US LAUGH ALL THE TIME. WE ARE SO THANKFUL THAT WE HAVE ALLISON IN OUR LIVES. SHE LIGHTS UP A ROOM AND WON'T LET YOU GET AWAY WITHOUT WARMING YOUR HEART IN SOME WAY”. TO ALL MOTHERS OUT THERE DON’T LOOSE YOUR HOPE.
Gfx: Please donate Gfx: brought you Families of SMA Support, research, hope	