



Urban Fish Design™

## URBAN FISH DESIGN™ PARTNERS WITH MDA EVENING OF HOPE

**June 2008** – Rebecca Berenson and Urban Fish Design™ contribute to the MDA Evening of Hope at the Crowne Plaza in Worcester. *“ As the primary caregiver for my mother, Cis Berenson, who died of ALS in 2006 I am so honored to participate in this important event to raise money for research and awareness of ALS.”* Ten percent of all product sales are donated to ALS research.

### **About Urban Fish Design™**

Berenson started Urban Fish Design™ in 2006. Her whimsical fish character creation, Wynona, is an expression of design, so-fish-tication and fun. As an artist, Rebecca wanted to use her creative ideas to find a way to increase awareness and support the efforts of research for ALS.

### **About ALS**

ALS (Amyotrophic Lateral Sclerosis, known commonly as Lou Gehrig’s Disease) is a progressive neurodegenerative disease that attacks, and eventually kills the nerve cells and pathways in the brain and the spinal cord resulting in muscle weakness. Simple tasks such as talking, walking and eating become increasingly difficult and then impossible as the body’s muscles waste away. Yet, through it all, for the vast majority of people, their minds remain unaffected. There is no known cause or cure for ALS.

**For more information please contact Urban Fish Design™**

[www.urbanfishdesign.com](http://www.urbanfishdesign.com)