

James E. Giessler Joins Prize4Life as President & Chief Development Officer

James E. Giessler has been appointed President and Chief Development Officer of Prize4Life, an organization dedicated to accelerating the discovery of treatments and cures for ALS (Amyotrophic Lateral Sclerosis, also known as Lou Gehrig's disease). Mr. Giessler is a Certified Fund Raising Executive with many years of experience leading health-related not-for-profit organizations.

ALS is a rapidly progressing, fatal degenerative disease that targets motor neurons. Patients lose control of their muscles and typically die within 2-5 years of diagnosis. Prize4Life was founded in 2005 by a group of students at the Harvard Business School when one of them was diagnosed with ALS, and the organization has grown rapidly since then. As part of the organization's efforts to accelerate ALS research, Prize4Life offers large prizes to researchers who meet certain milestones along the path to finding a cure.

Mr. Giessler brings a wealth of knowledge and experience to Prize4Life. He has spent a number of years in the health-oriented non-profit world, most recently in the cancer arena where he led an effort to build a new *Center for Cancer Support* for individuals and families affected by cancer in Central Indiana. Giessler received specialized training in fund development through the Fundraising School at the Indiana University Center on Philanthropy in Indianapolis where he had been living for the past 20 years prior to relocating to the Boston area.

He cites Prize4Life's innovative inducement prize model and a personal connection to the ALS cause as reasons for his recent move to join the Prize4Life team. "When my brother-in-law was diagnosed with ALS three years ago, there wasn't much in the way of hope for people with ALS. Learning about the work of Prize4Life was the first time I felt any optimism that a treatment and cure would be found during his lifetime." As Chief Development Officer, Giessler will be working closely with the Board of Directors and other volunteers on a variety of initiatives to raise money for Prize4Life. "I am honored to have this opportunity to make a real difference for people living with ALS," says Giessler. "My family and I have a personal stake in this cause and it is exciting to go to work every day knowing that what I do may result in tens of thousands of ALS patients getting a chance to live full and productive lives."

About Prize4Life: Prize4Life is a non-profit organization whose mission is to accelerate the discovery of a treatment and a cure for ALS by using powerful incentives to attract new people and new ideas and to leverage existing efforts and expertise in the ALS field. The organization is pioneering the use of the inducement prize model, used to great effect by the X Prize Foundation, for biomedical purposes. Prize4Life is currently accepting submissions for its first major prize, a \$1 million award to be given to the first individual or team to identify a clinically relevant biomarker for ALS that can significantly reduce the cost of clinical trials. The deadline for submissions to this prize challenge is November 6, 2008. To learn more, visit <http://www.prize4life.org>.

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