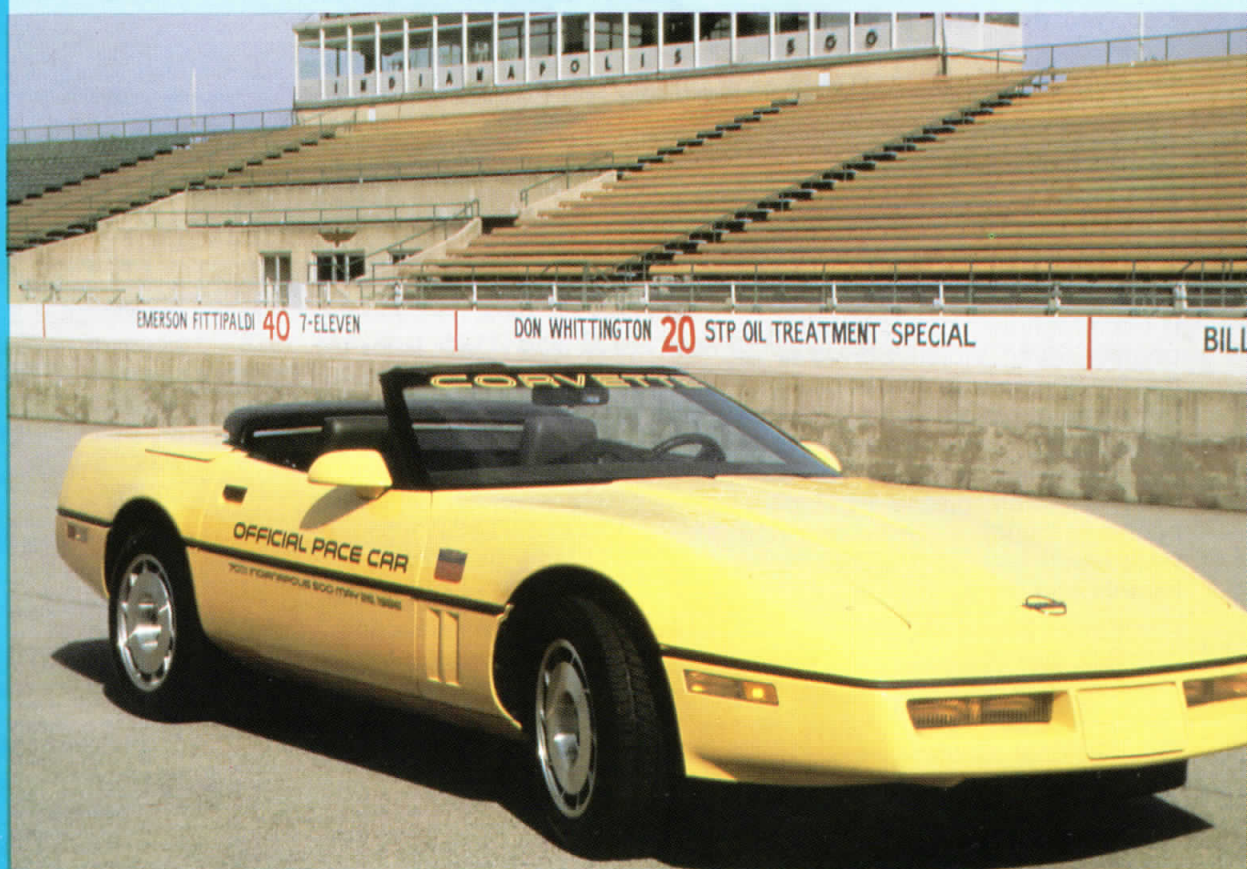




# B L U E B A R S

SPRING  
1986





# SPINA BIFIDA



**Two and a half year old Tara Person, Pewaukee, Wisconsin, is bigger than life on the Milwaukee SB public awareness billboard.**

Have you ever mentioned our favorite charity and received "Spina What?" as a response. This is not an unusual response. Other birth defects and diseases are much less common but more widely known. This is public awareness and Spina Bifida has a long way to go before it obtains the attention it needs.

Two years ago a billboard sign similar to the one shown was erected in the Milwaukee area. The sign has been displayed on major thoroughfares and expressways in the metropolitan area. Last year it was refreshed with the new slogan as shown and is still in use. The old slogan, "A STRANGER DID THIS", was retired because lately it was being misinterpreted as a child abuse campaign.

The sign is an effort of the Milwaukee Chapter of the Wisconsin

Spina Bifida Association with help from ABC Outdoor Advertising and the Wisconsin Corvette Club. ABC Outdoor Advertising made the sign panels at cost and places them as filler panels on vacant billboards. WCC's donations to the Milwaukee WSBA chapter provided the funds for the project.

Wisconsin Corvette Club raises money for the Milwaukee Chapter of the Wisconsin Spina Bifida Association in three ways:

Proceeds from the annual 60+ car Hare and Hounds rally, now in its 21st year, are earmarked for SB.

Any proceeds WCC may receive for participating in various local parades is donated. (Parade organizers are informed that a payment is not required for our

participation but any payment will be given to WSBA. In many cases a donation appears where none had been offered prior to this notification.)

Our tax CPA directs that his fee be paid to SB.

WCC knew the sign was being prepared, but the line giving credit to the club was a surprise. Club members seem to be quite proud of it as WCC always knows the location of the billboard. After each move, its new location is noted by some member and announced at the next meeting.

Perhaps this program, and others of all types, will raise the public's awareness of Spina Bifida. As we know "IT STRIKES EVERY HOUR!"