



Charcot-Marie-Tooth Association

Create your CMTA Walk & Cycle 4 CMT Elevator Pitch

Use this simple guide to confidently explain Charcot-Marie-Tooth disease, the Walk & Cycle 4 CMT, and **your personal why** as a leader of hope.

1 Introduce Yourself

"Hi, my name is _____, and I'm participating in the (location name) Walk & Cycle 4 CMT!"

2 Share Your Connection to CMT

"I'm walking because _____."

Examples: "My mom is impacted by CMT," or "I want to support families like mine."

3 Explain CMT in Simple Terms

"Charcot-Marie-Tooth disease, or CMT, is an inherited nerve disorder that causes progressive muscle weakness, sensory loss, and challenges with balance, walking, and hand use. It affects about 1 in 2,500 people and includes many subtypes."

4 Why Walk & Cycle 4 CMT Matters

"By participating in the (location name) Walk & Cycle 4 CMT, I help raise critical funds, increase awareness, and build a supportive community for individuals and families living with CMT, supporting CMTA's mission to improve quality of life and advance treatments and a cure."

5 End With Your Ask

"I'd love for you to _____."

Examples: "Join my team," "Make a donation," or "Help spread the word."