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Moving Toward

Treg Charlton, a regional director of real estate for CVS Caremark, was diagnosed with ALS last year. While the diagnosis was a shock, Treg has remained optimistic, vowing to be a voice for the disease. With his wife, Diane, and two young daughters by his side, Treg devotes significant time, energy and enthusiasm to ALS activism.

Treg remains hopeful that doctors and researchers will find a cure to help him – and the thousands of other ALS patients battling this debilitating disease. As one of three chairpersons for the ALS Therapy Alliance 2011 Researching a Cure national fundraising campaign, Treg is sharing his personal struggles with the disease to help raise attention and awareness. This year’s in-store campaign runs from June 5 - June 25.

“I feel incredibly lucky. With the exception of not being able to write and loss of strength in my arms, I’m doing well and my breathing remains strong. I

Treg and his family in 2010, shortly after his diagnosis.



a Cure

met a gentleman who was diagnosed the same time I was. He passed a few months back. I've learned a lot about counting blessings," he says.

Treg is inspired by other ALS patients, explaining, "There's just no 'quit,' even though that option tries to get in your head at every turn.

"It's not just those who are diagnosed that suffer. Every family member is 'afflicted' with the disease," he says. "My daughters made me a homemade birthday card this year (on the one-year anniversary of my diagnosis), which included the message 'I hope they find a cure, Daddy,' so I know it's always on their minds."

It means the world to Treg to be involved in the Researching a Cure campaign, and he says he feels blessed to be working for CVS Caremark, the top corporate contributor to ALS Research.

"ALS moves quickly, and you need a huge support system," says Treg. "That's why my family and I recently relocated back home to be near family and friends."

One person Treg is glad to have around is his best friend of more than 30 years, Barry Winovich. Barry (who was diagnosed with ALS six years ago) and Treg have joined forces in their fight against the disease as campaign co-spokespersons.

Barry and Treg hope their story will shed some light on how common this disease has become.

"For some reason I still have my voice," Treg said. "I think the message was for me to use it."

About the Researching a Cure Campaign

Since 2002, our company has partnered with the ALS Therapy Alliance (ATA) to help advance ALS research. To date, we have raised more than \$23 million - a single \$1 donation at a time made by customers at CVS/pharmacy locations - to support new clinical research.

"The ALS Researching a Cure campaign aligns with our mission as a health care provider, and our goal to improve the quality of human life," says Jon Roberts Executive Vice President and Chief Operating Officer, PBM.

With 5,000 new ALS diagnoses every year, the money we raise through the campaign can make a profound difference, with 100 percent of funds raised going directly to the ALS Therapy Alliance.

"There aren't words to adequately express our gratitude to CVS Caremark. They have catalyzed a phenomenal set of initiatives on a scale that has allowed us to complete several flagship projects," says ATA President Dr. Robert Brown. "At ATA, we want to put ourselves out of business, and CVS Caremark is helping us do that."

This year's in-store campaign begins on June 5 and runs through June 25.

For more information about Treg, and our other 2011 Researching a Cure campaign co-spokespeople, visit www.ALSTherapyAlliance.org.