



## Press release

For immediate release

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# Rosenthal to rock a Mito bow tie during Red Sox game

Fox Sports' Ken Rosenthal will wear BowTie Cause's MitoAction bow tie for the Boston Red Sox game against the Baltimore Orioles on April 18 to help raise awareness about mitochondrial disease.

In partnership with BowTie Cause, Rosenthal wears bow ties for selected charities every Saturday on the Major League Baseball Game of the Week. During the April 18 broadcast, Rosenthal will talk about Boston-based nonprofit MitoAction and mitochondrial disease.

Mitochondrial disease, or Mito, is an inherited chronic illness that can be present at birth or develop later in life. It causes debilitating physical, developmental, and cognitive disabilities with symptoms including poor growth; loss of muscle coordination; muscle weakness and pain; seizures; vision and/or hearing loss; gastrointestinal issues; learning disabilities; and heart, liver, or kidney failure. About 1 in 2,000 people has Mito. It's progressive and there is no cure.

Rosenthal was not a fan of bow ties at all, but after BowTie Cause founder Dhani Jones, an NFL veteran, approached him about wearing them for charity, Rosenthal was in.



Jones started BowTie Cause after his friend Kunta Littlejohn was diagnosed with lymphoma. "If you want to be anybody, you've got to rock a bow tie," Littlejohn said.

Yes, bow ties are a fashion statement, but thanks to BowTie Cause, the Mito bow tie is a way to show support for patients and families living with Mito while raising awareness about this little-known disease. "We hope that when people wear our bow tie, it will generate questions and lead to spreading awareness about mitochondrial disease," said Susan Stover, MitoAction's Events & Development Director.

The Mito bow tie is also the perfect men's accessory for the Sandra K. Russell Derby Day Benefit for Mito on Saturday, May 2, at Mandarin Oriental, Boston. The hottest Derby Day party in Boston was launched in 2010 in honor of Sandra K. Russell, who lost her battle with Mito in 2008 at age 52. Sandra and her husband, Gordon, a MitoAction board member, celebrated the arrival of spring by hosting annual parties on Kentucky Derby Day. MitoAction used that as inspiration to create this annual fundraiser. The event includes a live broadcast of the "most exciting two minutes in sports," Derby-themed drinks, a ladies' hat parade, a men's bow tie contest, live and silent auctions, and more.

MitoAction is a nonprofit organization dedicated to improving the quality of life for children, adults, and families living with mitochondrial disease through support, education, outreach, advocacy, and clinical research initiatives.

To purchase a bow tie, visit BowTie Cause at <http://bowtiecause.com/product/mitoaction/> or the MitoAction website at [https://secure3.convio.net/mito/site/Ecommerce?store\\_id=1201&PAGENUM=1](https://secure3.convio.net/mito/site/Ecommerce?store_id=1201&PAGENUM=1).

To purchase tickets to Derby Day, visit [www.mitoaction.org/derbyday](http://www.mitoaction.org/derbyday).

For more information about Mito or MitoAction, visit [www.mitoaction.org](http://www.mitoaction.org) or email [info@mitoaction.org](mailto:info@mitoaction.org).