

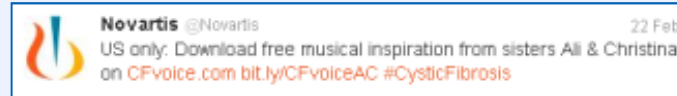
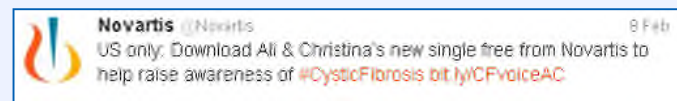
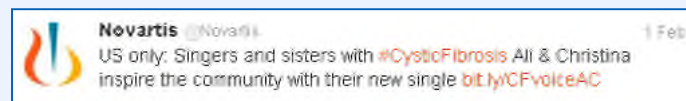
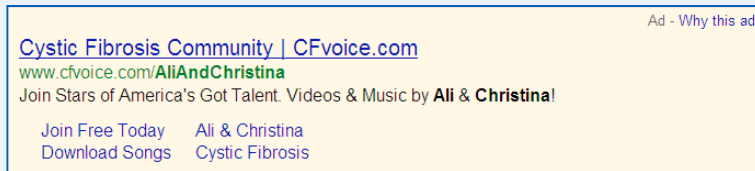
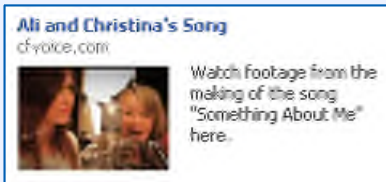
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# Ali & Christina's Song "Something About Me" Launched Through Multi-Channel Approach

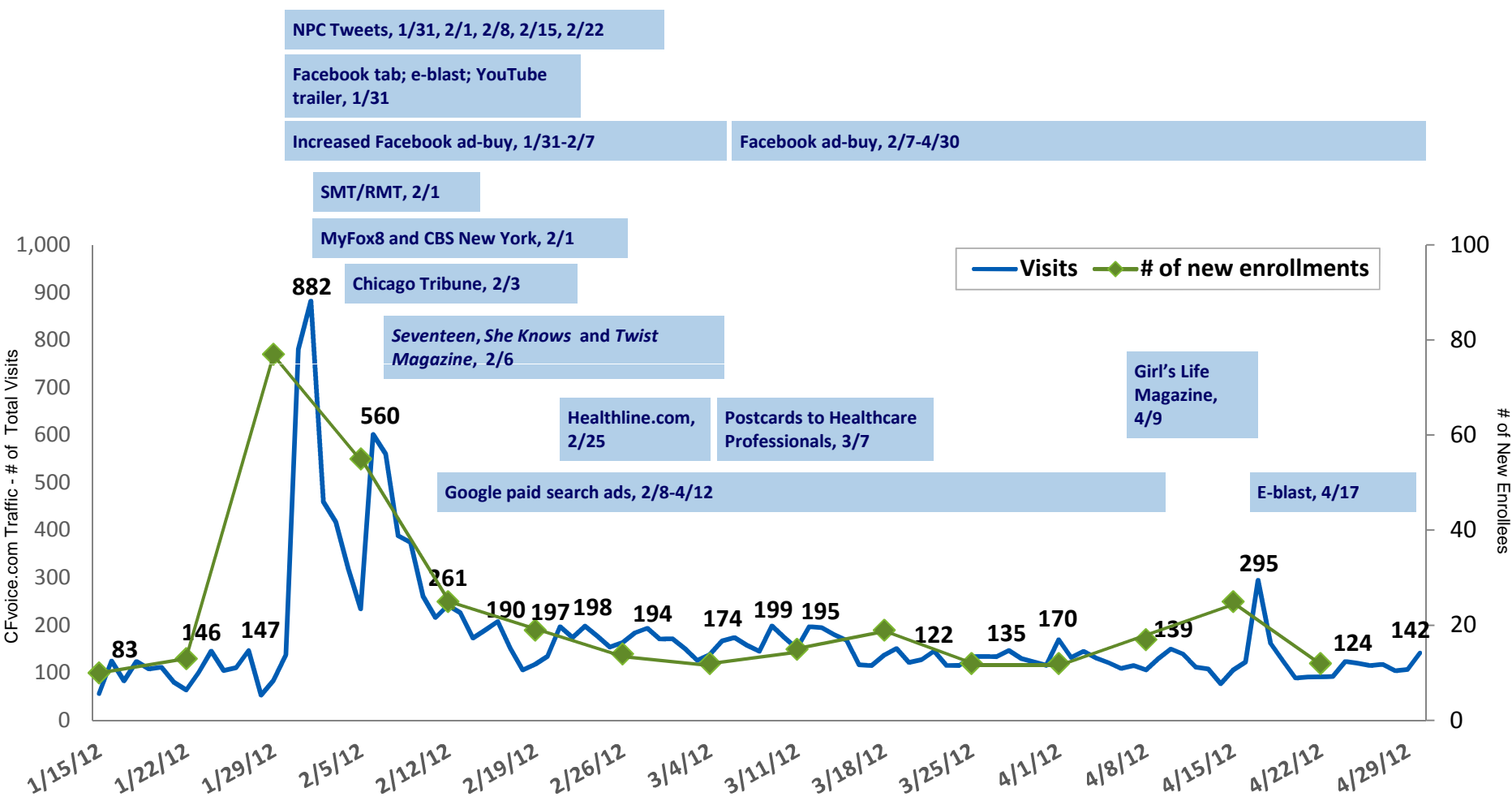
January 31, 2012 – April 30, 2012

- Satellite and Radio Media Tour with Healthcare Professional, Ali & Christina
- Targeted media outreach
- CFvoice.com landing page
- CFvoice Facebook page custom tab with trailer video
- CFvoice Facebook wall posts
- Targeted Facebook ad campaign
- Google paid search ads
- CFvoice YouTube channel trailer video
- E-blast to registered CFvoice.com members
- Announcement to key CF advocacy groups
- Song download postcard for CF Centers
- Novartis Twitter handle tweets



# Traffic to CFvoice.com Increased 750% on Launch Day; Average Monthly Enrollment Increased by 96%

January 31, 2012 – April 30, 2012



# Ali and Christina's Song Reached 15+ Million People Through Traditional Media Coverage

January 31, 2012 – April 30, 2012



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## Song for Cystic Fibrosis

Comments 0

FOX8 Staff Writer  
8:48 a.m. EST, February 1, 2012


Ali and Christina Christensen, sisters with **cystic fibrosis** (CF), are releasing an inspirational song they wrote and recorded to raise awareness of CF.

The song, "Something About Me," is about the girls' experience living with CF, a **genetic lung disease** that affects approximately 30,000 people in the U.S.

**Topics**

- Music
- Cystic Fibrosis
- Human Body

See more topics >



**seventeen**

February 3, 2012 at 5:32:00 PM by Emily Laurence • 0 Comments

**Seventeen:** Let's talk about America's Got Talent! What was the audition process like?

**Ali Christensen:** We auditioned on a whim and we actually auditioned separately, but the judges wanted us to be a sister act. They wanted to hear us sing together, except we had never sang together before, except one time. So we went in the hall and threw a few things together and we kind of went from there!

**17:** And you obviously made it on! Was the process of performing on TV totally nerve-wracking?

**Christina Christensen:** For sure! It was way scary. When you're nervous, you can't really sing your best and it was really intimidating because the judges were right in front of you and all of America was watching.



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## PARADE OF CHAMPIONS: City Hall Ceremony Soon | Parade Photos | Giants

### B&C Morning Show: Ali & Christina Christensen, Sisters Battling Cystic Fibrosis

February 1, 2012 7:53 AM

Share this: Like 36 Tweet 2 +1 0 Share 13 No comments



Ali and Christina Christensen touched the world a couple of years back when the two sisters, both battling the lung disease Cystic Fibrosis, performed on their hearts out on NBC's reality TV show, 'America's Got Talent.'

They knocked it out of the park, making it all the way to the finals for their efforts.

Ali (22-year-old) & Christina (15) joined Boomer & Carton this morning to talk about their battle with the disease and tell the guys how their performance has changed their lives.

The girls also wanted to



Home Style Polls Quizzes Contests

Monday, February 6, 2012 at 5:20 PM ET

### TWIST Chats with America's Got Talent's Ali and Christina Christensen!



Hey TWIST readers,

We recently chatted with singing and songwriting sisters, **Ali and Christina Christensen**. You might remember them from *America's Got Talent*, where they shared their story about living with cystic fibrosis. Dr. **Suzanne McColley** of the Children's Memorial Hospital was there with the girls tell us about cystic fibrosis. Be sure to click "Read more" for our exclusive interview with Ali, Christina, and Dr. McColley!

XOXO,  
TWIST



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CHILDREN'S HEALTH Children's Diseases & Illnesses



**Cystic fibrosis: America's Got Talent finalists release song to raise awareness**

Feb 06, 2012 5:19 PM by Karen Hawthorne  
Posted in Health & Wellness / Children's Health / Children's Diseases & Illnesses

Rate this Article: ★★★★★ Tweet +1 0 Read 1

### What's next for America's Got Talent finalists Ali and Christina Christensen?



The sisters have released a song they wrote and recorded to spread awareness about cystic fibrosis (CF), a life-threatening genetic lung disease that affects approximately 30,000 children and adults in the U.S.

## MANAGING CYSTIC FIBROSIS THROUGH SONG



**GL Exclusives**

**Exclusive! America's Got Talent's Ali & Christina debut their new music vid to GL.**





**BOOMER & CARTON**





DOWNLOAD ALI AND CHRISTINA'S

# *Something About Me*

An original song for the  
**CF community**

Written by Ali and Christina Christensen,  
*America's Got Talent* finalists  
and sisters with CF



[www.CFvoice.com/AliAndChristina](http://www.CFvoice.com/AliAndChristina)



Visit **CFvoice.com** to  
download the song  
and watch the  
music video.



**Novartis Pharmaceuticals Corporation**  
East Hanover, New Jersey 07936

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1/12

XCF-1113252

**From:** Novartis Pharmaceuticals Corporation  
**Subject:** Ali and Christina's Song on CFvoice.com

To ensure proper delivery, please add [info@email.novartis.com](mailto:info@email.novartis.com) to your address book.  
If you are unable to see the message below, click [here](#) to view.

# DOWNLOAD ALI & CHRISTINA'S *Something About Me*



Ali and Christina Christensen, *America's Got Talent* finalists and sisters with CF, just released an inspirational song for the CF community.

**CLICK HERE  
TO DOWNLOAD**



*“The song shares our story with the CF community and reminds people that challenges they face, such as living with CF, do not define them and should not hold them back from following their dreams.”*  
— Ali Christensen

Visit **CFvoice.com** to download the song and watch the music video.  
Brought to you by Novartis Pharmaceuticals Corporation.  
**[www.CFvoice.com/AliAndChristina](http://www.CFvoice.com/AliAndChristina)**

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## **SATELLITE INTERVIEW OPPORTUNITY** **February 1, 2012, [Insert time] ET**

---

**Subject:**

**AMERICA'S GOT TALENT FINALISTS RELEASE INSPIRATIONAL SONG TO RAISE  
AWARENESS OF CYSTIC FIBROSIS**

**AVAILABLE FOR INTERVIEW**

**ALI AND CHRISTINA CHRISTENSEN**, sisters with cystic fibrosis (CF), 2010 NBC's *America's Got Talent* finalists and aspiring music artists

**SUSANNA MCCOLLEY**, MD, Children's Memorial Hospital, Northwestern University Feinberg School of Medicine

**BACKGROUND:**

Ali and Christina Christensen, sisters with cystic fibrosis (CF), are releasing an inspirational song they wrote and recorded to raise awareness of CF. The song, "Something About Me," is about the girls' experience living with CF, a genetic lung disease that affects approximately 30,000 people in the U.S.<sup>1</sup>

Ali, 22, Christina, 15, and their two siblings were all diagnosed with CF at a young age. Ali and Christina have found strength in their voices and have used their gift to encourage others to achieve their dreams while navigating personal struggles. In 2009, the girls sang together for the first time at the funeral of their older sister, April, who battled the disease for years.

"Something About Me" shares Ali and Christina's message that challenges, such as living with CF, do not define them or hold them back from pursuing their goals. In 2010, the girls achieved one of their goals and sang to America as finalists on NBC's *America's Got Talent*.

The song is sponsored by Novartis Pharmaceuticals Corporation. On behalf of Novartis, I will follow up with you shortly to gauge your interest in talking to Ali and Christina. In the meantime, please feel free to contact me with any questions. At launch, the song, music video and behind-the-scenes video will be available on [www.CFvoice.com](http://www.CFvoice.com).

Ali and Christina are eager to share their story about living with CF and their experience writing and recording "Something About Me." Dr. Susanna McColley can provide insight and perspective on the disease state.

**To arrange an interview with Ali and Christina Christensen and Susanna McColley, MD,  
Children's Memorial Hospital, Northwestern University Feinberg School of Medicine, please  
contact:**

**[Insert name] at [Insert phone number]**

**Suggested Interview Questions For Ali and Christina Include:**

1. Why did you decide to get involved in this project and write this song for the cystic fibrosis (CF) community?
2. What do you hope for people to take away from this song?



3. Will the song be available for download?
4. Does it cost anything to download the song?

**Suggested Interview Questions For Dr. Susanna McColley Include:**

1. What is cystic fibrosis (CF)?
2. Is there a cure for CF?

**WHAT IS CYSTIC FIBROSIS?**

- Cystic fibrosis (CF) is a genetic lung disease that affects approximately 30,000 people in the U.S. and 70,000 worldwide.<sup>1</sup>
- People living with CF have thick mucus that can clog the bronchial tubes in the lungs and lead to gradual blockage, infection, and lung damage.<sup>1</sup>
- There is no cure for CF. However, people with CF now have many treatment options to manage the disease.
- CF was once considered a childhood killer; in the 1950s, most children with CF did not live long enough to attend elementary school.<sup>1</sup>
- Advancements in medical research and personalized CF nutrition and treatment regimens have helped to extend and improve the quality of life for people living with CF.<sup>2</sup> The median age of survival for people living with CF is in the mid-30s.<sup>3</sup>

**MORE ABOUT ALI AND CHRISTINA AND DR. SUSANNA MCCOLLEY**

Sisters Ali and Christina Christensen have been singing since the day they could talk. When the duo from Idaho Falls sang to America on NBC's *America's Got Talent* in 2010, their story and their voices touched the hearts of the nation.

Ali, 22, and Christina, 15, along with their two other siblings, were diagnosed with cystic fibrosis (CF) at a young age.

Ali is a college student who shares an apartment near campus with five other girls, who support her in managing her CF. She loves going out to dinner with friends and making them laugh. Ali's talents include yodeling, re-enacting Saturday Night Live skits and doing spot-on Miley Cyrus and Cher impressions.

Christina is a high school student who is known as the tiny girl with a massive voice and a huge heart. When she's not singing, she can be found shopping with friends and eating. Christina loves trendy fashions, such as feather headbands, and, like many other teenage girls, she's a huge Justin Bieber fan.

\*\*\*\*\*

Susanna Antonia McColley, MD, serves as Co-Director of the Cystic Fibrosis Center and Division Head of Pulmonary Medicine at Children's Memorial Hospital and Department of Pediatrics, Northwestern University Feinberg School of Medicine in Chicago. Dr. McColley also serves as Professor of Pediatrics and Associate Chair for Clinical Affairs, Department of Pediatrics, Northwestern University Feinberg School of Medicine.

Dr. McColley is active in several regional and national organizations, including the Cystic Fibrosis Foundation, American Thoracic Society, American Academy of Pediatrics and American College of Chest Physicians.

Dr. McColley's specialties include pulmonary medicine and cystic fibrosis (CF). She has authored numerous peer-reviewed journal publications and lectures extensively on CF. Her major research interests include developing new therapies for CF, characterizing and treating early lung disease in children with CF, and improving CF care and reducing outcomes disparities in high-risk patients.

In 2009, Dr. McColley received the Breath of Life Award from the Cystic Fibrosis Foundation. She has also been awarded two American Thoracic Society Presidential Commendations for her work. In the last four years, the Cystic Fibrosis Foundation has awarded Dr. McColley's CF Center, Children's Memorial Hospital/ Northwestern University, a Quality Care Award (2007) and Fundraising Innovator Award (2011).

Dr. McColley attended the Northwestern University Feinberg School of Medicine and completed her residency and fellowship in the Pediatric Pulmonary Division at the Johns Hopkins University School of Medicine.

### **References**

1. Cystic Fibrosis Foundation. About CF. CFF website. Available at: <http://www.cff.org/AboutCF>. Accessed October 25, 2011.
2. Cystic Fibrosis Foundation. Frequently Asked Questions. CFF website. Available at: <http://www.cff.org/AboutCF/Faqs/>. Accessed November 11, 2011.
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