



Mr. Connolly Has ALS

Broadcast Premiere: June 11, 2018 @ 9/8c on WORLD Channel's Local, U.S.A.

Streaming: 6/12 - 7/11 @ http://bit.ly/LUSA_MrCHasALS

SHORT DESCRIPTION

In New Hampshire, Concord High School Principal Gene Connolly was known for his non-stop energy and the innate ability to connect with the school's 1,600 students. However, in 2014, he was diagnosed with Amyotrophic Lateral Sclerosis (ALS). MR. CONNOLLY HAS ALS follows his final year as principal, and invites students to ask questions - personal and tough - about living with the disease.

LONG DESCRIPTION

Gene Connolly, principal of Concord High School in New Hampshire, was known for his non-stop energy, a love for rock & roll, and the innate ability to connect with the school's 1,600 students. However, in 2014, he was diagnosed with Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's Disease. Since the onset of his illness, Connolly showed tremendous persistence, humor, and leadership, crediting the school and community as a source of unfailing support and understanding.

LOCAL, USA



MR. CONNOLLY HAS ALS chronicles Connolly’s final year as principal of the school, when his physical abilities - to speak and walk - are significantly limited by the debilitating disease. The outpouring of love and support from the students, evident as they interview him one-on-one with both personal and tough questions, is remarkable and inspiring.

SAMPLE SOCIAL MEDIA



1. “While I look different, inside, I am the same person.” Diagnosed with #ALS, principal Gene Connolly battles the debilitating disease with the unwavering support of his high school community - 1,600 students - that he helped to foster. [@MrConnollyHasALS](#) 6/11, only on [@WORLDChannel](#)’s #LocalUSA. http://bit.ly/LUSA_MrCHasALS
2. TONIGHT: Meet Gene Connolly, principal of Concord High School in New Hampshire, and living with #ALS. Follow him in his final year at the school as he answers questions from his students about the disease, his life and the lessons he’s learned. [@MrConnollyHasALS](#) on #LocalUSA @ 9/8c, only on [@WORLDChannel](#). http://bit.ly/LUSA_MrCHasALS
3. #LocalUSA NOW STREAMING: The strength of one man, the unity of a community, and breaking down the stigma surrounding #ALS. Watch [@MrConnollyHasALS](#) @ http://bit.ly/LUSA_MrCHasALS.



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3. #LocalUSA NOW STREAMING: The strength of one man, the unity of a community, and breaking down the stigma surrounding #ALS. Watch [@ danhabib](#)’s #MrConnollyHasALS @ http://bit.ly/LUSA_MrCHasALS.

DIGITAL ASSETS

Images, Videos, Community Toolkit & EPK	http://bit.ly/LUSA_MrCHasALS_TK
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For more information and/or to request a press screener, contact Sharon Wong at sharon_wong@wgbh.org

