

FAST FACTS

Nearly 10,000:

The number of fans added to the Michael J. Fox Foundation's Facebook page during the auction

1,300% Increase:

The percent increase in traffic to the Michael J. Fox Foundation website over the course of the auction

\$4.7 million:

Total dollars raised for Parkinson's research during the 10-day auction



2011 NIKE MAG Shoe Campaign

A PARTNERSHIP FOR PARKINSON'S RESEARCH

Parkinson's disease—a neurodegenerative disorder with no cure—affects one in 100 people over the age of 60. In fact, more than 5 million people currently suffer from the disease, worldwide. In an effort to raise money for Parkinson's research, The Michael J. Fox Parkinson's Foundation partnered with both NIKE and eBay Inc to release a never-been-made-before, iconic pair of shoes from the *Back to the Future II* film. The 2011 NIKE MAG shoes were released through an exclusive eBay auction in September 2011, which directed funds to the Foundation's aggressive research programs, aimed at speeding a cure for Parkinson's.

A UNIQUE APPROACH

By partnering with eBay, the Foundation was able to tap into a network of more than 100 million users, enabling them to reach, as Michael J. Fox put it, "...three very passionate audiences: the Parkinson's community, sneakerheads and Back to the Future fans," all in one place. Through the support of the eBay community, the Foundation accelerated its objective of finding a cure for Parkinson's in a way that wasn't attainable through a traditional live auction.

GAME CHANGING RESULTS

For ten consecutive days, the auction sold 1,500 pairs of shoes. Michael J. Fox thanked supporters for their incredible response, observing that, "in 10 days, we raised \$4.7 million for Parkinson's. That was game-changing." Not only did the release of the 2011 NIKE MAG shoes generate remarkable funds for Parkinson's research, but it also increased awareness of the cause, bringing the disease to the attention of a new audience via the eBay marketplace. In fact, the Foundation experienced a 1,300% increase in traffic to its website during the auction. Fox noted that the Foundation "had an idea that the auction would be big but no one could predict that it would be the largest auction in eBay history."