

# -STAND WITH THE- GREATS

## The GreatS is live in Times Square! Stand with the GreatS



Creative agency Baldwin & Obenauf, Inc. (BNO) launched a worldwide platform for Tourette Syndrome (TS) in partnership with Tim Howard and the NJ Center for Tourette Syndrome (NJCTS).

Developed by BNO on behalf of Tim Howard and NJCTS, The GreatS platform will build awareness and spark conversations around a disorder that is frequently misunderstood and misrepresented. More importantly, it will serve as a call to action for the TS community-inspiring those with Tourette to step out from behind the shadow of their condition, and rallying others to support them in doing so.

Leading up to the official launch, The GreatS kicked off during the "Team Up with Tim Howard" event, held June 4 at Rutgers University. There, Tim Howard reconnected with his New Jersey roots amid hundreds of fans and friends-all gathered to celebrate and strengthen the TS community.

Speaking candidly, the World Cup star described The GreatS not as an ordinary awareness campaign, but as a platform that is allowing people to see TS in a new light. "The good folks from BNO have started The GreatS campaign," said Howard, "[and] for the first time TS seemed cool; it seemed aggressive, and bold, and in your face."

Throughout 2015 and in future years, The GreatS will focus on helping individuals with Tourette-especially kids and teens-develop the confidence, leadership, and self-advocacy skills necessary to overcome the challenges of TS and find their own paths to personal greatness.

Learn more at [www.standwiththegreats.org](http://www.standwiththegreats.org) and [www.njcts.org](http://www.njcts.org).

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NJ Center for Tourette Syndrome & Associated Disorders, Inc. (NJCTS) is the nation's first Center of Excellence for Tourette Syndrome (TS). Through partnerships and collaborations, NJCTS provides services, support and education for families; outreach and training for medical and educational professionals; and advocacy for collaborative research for better treatments and a cure for TS.