

Meet the 2021 MDA national ambassador



Christina Vela Davidson



In the early 1950s, when public awareness and understanding of muscular dystrophy and related diseases were almost non-existent, the Muscular Dystrophy Association (MDA) put a human face on its mission by calling upon young people affected by these diseases to serve as national ambassadors, telling their personal stories and inspiring support of MDA.

To date, the program has had 40 such ambassadors. These young people, along with their families, have traveled the nation to meet

with sponsors, supporters and luminaries, including U.S. presidents such as John F. Kennedy and Ronald Reagan. They also have appeared on MDA's telethons—often with longtime telethon host Jerry Lewis—and other forums such as “Larry King Live,” “The Oprah Winfrey Show,” “The Today Show” and “Good Morning America.” Ambassadors have graced more than 15 covers of *Parade* magazine and served as guests of honor at Walt Disney World, Disneyland and the Rose Parade.

Today, MDA ambassadors play an essential role in motivating millions to help MDA through donations or volunteer action. Former ambassadors have grown up to achieve distinction, transitioning into adulthood while earning advanced degrees and making their mark as authors, educators, bloggers, musicians, artists and business professionals.

Their distinctive voices continue to ring out, advocating with great passion and intelligence to raise standards of independence, research and care for all members of the MDA family and the disability community in general.

Meet Keisha Greaves

“I love the support I get from others with muscular dystrophy,” 2021 MDA National Ambassador Keisha Greaves said, “because there is nothing like talking to people who get what it’s like living with a disability.”

- **Age:** 35
- **Hometown:** Cambridge, MA
- **Diagnosis:** Limb-girdle muscular dystrophy (LGMD)

Greaves has been active in the MDA community since being diagnosed with LGMD in 2010. Greaves’s first step toward accepting her diagnosis was to reach out to MDA and seek the support of people who understood her situation. Since

then, Greaves has become a strong proponent of the organization, working to raise awareness and funds to support MDA.



MDA National Ambassador Keisha Greaves uses her fashion line, Girls Chronically Rock, to inspire and advocate for MDA and other disability-related causes.

Growing up, Greaves always had a passion for fashion, but as her LGMD progressed, she found it difficult to continue in her position as merchandise coordinator for major department stores. When her employer declined to let her work from home, she founded Girls Chronically Rock, a fashion company, in 2017 to help inspire and motivate others in the disability community.

“I’m honored and excited to be selected as MDA’s 2021 national ambassador,” Greaves said. “I feel like it is my job to bring awareness about this progressive muscle disease and the daily struggles that go along with it.”

