

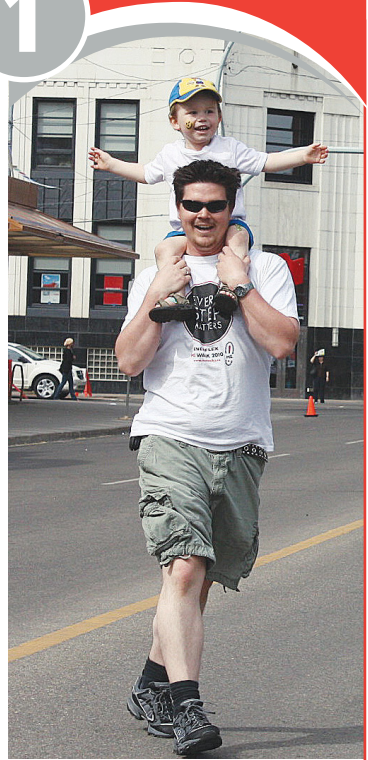
Footnotes

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**ENERFLEX
MS WALK**
EVERY STEP MATTERS.



mswalks.ca



Brooks Enerflex MS Walk
Sunday, June 5, 2011

Thank you for supporting your community by walking in the Enerflex MS Walk!

Thank you for being a part of the 2011 Enerflex MS Walk and supporting Albertans living with MS. By registering for the MS Walk and raising pledges, you have already begun to support families living with MS in your community.

You are part of a committed group of walkers across Alberta. Last year, 8125 walkers throughout Alberta raised an incredible \$2.7 million in pledges to support over 11,000 Albertans living with MS.

The MS Society is the only organization in Canada to fund research and provide support to people with MS and their families. As the MS Society's largest event fundraiser, the Enerflex MS Walk is an important way to raise funds for this unpredictable, often disabling disease. Thank you for joining us!

NEW ROUTE, NEW LOCATION!

This year we are moving to the Leisure Centre – CENTENNIAL ARENA. Start/finish in the well-appointed Centennial Arena foyer, and a totally accessible route along the trail system.

BROOKS ENERFLEX MS WALK - Sunday, June 5, 2011

Pledge drop-off: 9:30 am

Opening Ceremonies: 10:15 am

Walk start time: 10:30 am

You can drop your pledges off at our office until May 27 and receive your T-shirt to wear on walk day!

MS Multiple Sclerosis Society of Canada

Alberta & Northwest Territories Division

Together, we're making a difference

Over the past three years we have been lobbying the Alberta Government to improve how services are delivered for Albertans living with MS. Many people affected by this debilitating disease, especially in rural communities, do not receive consistent care, service and support. Last fall the Minister of Health and Wellness responded to our request and formed an MS Connector Services Committee to see how we can create a Provincial MS Strategy for Albertans. We will share more information about this initiative as soon as it is available. Part of the MS Connector Services Committee's mandate is to form an action plan on CCSVI, including conducting a three-year observational study. We will continue to pressure government to speed up this process.

In the meantime we will remain devoted to serving our MS clients throughout Alberta by offering support, programs and services to enhance quality of life. **In 2009 we were able to assist 4,000 people in our province, including 15,000 contacts with clients, members, and health care professionals.** From Kids Kamps and Teen Escape programs to Friendly Visiting programs for people with MS in long-term care, we're there every step of the way. Thank you for walking to support friends, family and all Albertans living with MS.



Neil Pierce,
President, Alberta & NWT Division

Top Fundraisers In your community

EVERY STEP MATTERS...THANK YOU!



We want to thank you for making 2010 such a hit – **over 400 participants & over \$85,000 raised** in the fight against MS! We can't thank you enough for all your hard work and dedication.

Top 5 Fundraisers - 2010

1. Barb Fraser.....\$ 5,026.00
2. Tannis Howell.....\$ 3,815.00
3. Walter Pahl.....\$ 1,407.00
4. Tyler Fleming.....\$ 1,373.14
5. Shane Davidson...\$ 1,003.24

Top 5 Teams - 2010

1. Grandpa & The Country Kids.....\$7,330.58
2. Streakin' for a Cure...\$3,661.17
3. Little Einsteins.....\$ 2,630.00
4. 42nd Street.....\$ 1,840.00
5. Maggie's Girls.....\$ 1,360.00

EVERY PLEDGE MATTERS

MISSION FIRST CLUB

Mission First Club

You can even further your fundraising efforts and go the extra mile. Be a part of the mission first club and donate your prize back to the MS Society and we will provide you with a **tax receipt** for the value of the prize chose. (Minimum \$250 in pledges)

YOUR 2011 Enerflex MS Walk

Family and friends will gather in Centennial this June to take a stand against MS. Together we will make our mark, here are a few things about your Enerflex MS Walk so you are prepared for a fun filled day!

Always be prepared!

Don't forget to plan for any kind of weather on walk day. We walk rain or shine, even snow! We are hoping for another beautiful day in Brooks but let's all keep in mind that our weather can be unpredictable... so plan for anything!

Going Green

In an effort to sustaining the environment the MS Society would like to remind you to remember your water on walk day. Bring your water bottles filled with water and you can fill them up throughout the walk route. Keeping hydrated is key when you take a stand against MS!

Pledges Raised/Prizes

\$125	Enerflex MS Walk t-shirt
\$250	\$20 Gift Card
\$500	\$40 Gift Card
\$1,000	\$80 gift card or \$1,000 level catalogue item
\$1,500	\$120 gift card or \$1,000 level catalogue item
\$2,000	\$150 gift card or \$2,000 level catalogue item
\$3,000	\$300 gift card or \$3,000 level catalogue item
\$5,000	\$500 gift card or \$5,000 level catalogue item
\$10,000	\$1000 gift card or \$5,000 level catalogue item or 2012 Walk of Champions in Manhattan, NY



Create A Team and Make A Difference Together

Form Your Friends & Family Team Today!



Gather a group of 4 or more, choose a team name, register online, set up your team web page and start collecting pledges! Our online system makes it simple to track your fundraising progress and keep everyone connected. Registered as an individual, but want to register as a team? Visit www.mswalks.ca for a step by step guide on how to register a team.

We're Here to Help

MS Society staff is here to help! We can provide fundraising tips, recruitment materials, and assistance keeping your team organized. Contact cheryl.cowling@mssociety.ca

Show Your Team Spirit Event Day!

Make a statement at the Enerflex MS Walk and get creative. Celebrate your team spirit with matching t-shirts, accessories or even costumes. You can display your team name, company name or any message you want. Your team can also be eligible for cool prizes on walk day!

THE CHALLENGE:

Be an MS Corporate hero by recruiting a team of coworkers and employees to raise funds and participate in the Enerflex MS Walk! The funds you raise will support Canadian MS research and help provide free programs and support for people affected by MS in your community.

THE BENEFITS

- Increased team building & employee wellbeing
- Enhanced corporate image and community profile
- Employee driven & cost Effective



TEAM BUILDING, COMMUNITY INVOLVEMENT, EMPLOYEE ENGAGEMENT

3 EASY STEPS

- Create a team at mswalks.ca
- Invite the MS team to your office to present to your coworkers.
- Start fundraising!

www.mscorporateheroes.ca


CCSVI The Liberation Treatment

Are you walking in 2011 to support Albertans living with MS?

Your donors may have questions about CCSVI (The Liberation Treatment).

We've prepared a postcard that you can give your donors. It has information about what the MS Society is doing in Alberta to move forward on this treatment.

Contact your local MS Office to inquire how you can get copies.



Your MS Society in Alberta

Update on CCSVI
(The Liberation Treatment)

MS

MS Multiple Sclerosis Society of Canada

Your MS Society in Alberta is committed to providing open and honest communication to Albertans affected by multiple sclerosis. We are committed to being accountable for proceeds raised in Alberta and how they will be used to help people in our communities now and in the future.

We want to hear from you about how we are doing and how we can improve. If you have comments or concerns, please contact our Alberta Director of Communications at

1-800-268-7582
Edmonton: 780-440-8763 or
info.alberta@mssociety.ca

CCSVI (The Liberation Treatment):

It is our hope that CCSVI treatment will be available to all Albertans living with MS. Many people have reported positive results after receiving the treatment, while others have reported little or no benefit. In order to find out why CCSVI treatment seems to help some people but not others, the MS Societies in Canada and the US have committed \$2.4 million. The connection between MS and CCSVI needs to be determined in order for the Alberta Government to make the treatment available through Alberta Health Services.

Influencing Government:

In 2010 we asked the Alberta Minister of Health to create a working group to develop a Provincial MS Strategy. In the fall of 2010 the Minister formed the MS Connector Services Working Group. Part of the working group's mandate is to form an action plan on CCSVI, including conducting a three-year observational study. We will continue to pressure government to speed up this process. In the meantime we will remain devoted to helping our MS clients throughout Alberta by offering support, programs and services to enhance quality of life.

THANK YOU TO OUR SPONSORS!

Provincial Title Sponsor

ENERFLEX

National Sponsors

Chatelaine

BRINKS



Local Sponsors



BROOKS HOTEL

the **Brooks Bulletin**



Tim Hortons



We couldn't do it without you!

Contact your local Enerflex MS Walk Team:

Cheryl Cowling: Cheryl.cowling@mssociety.ca

Phone: 403-529-6797, Mail: 101. 1201 Kingsway Ave SE, Medicine Hat, T1A 2Y2

Visit us online: mswalks.ca or search MS Society Alberta on



The Multiple Sclerosis Society of Canada would like to remind all participants to display their best conduct and use appropriate language as the MS Walk is a family friendly fundraising event.