



RONA MS Bike Tour success, see page 7

## OUR MISSION

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.



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# A Message from Dena



**Dena Simon, President  
Atlantic Division**

What a year! Really, what a fantastic year! As we now bask in the colourful fall days of 2009 and the end of our fiscal year, I reflect on the accomplishments that we have made over the past twelve months. I can say, without a doubt, that I am proud of the work that has been done in line with our mission: to find a cure for multiple sclerosis and to improve the quality of life for those living with MS.

Although the economy has hit some of us pretty hard, our fundraising events of the spring and summer hugely surpassed our expectations! With more than 3000 participants walking in all four Atlantic provinces, our MS Walk raised \$604,000!

We celebrated two significant milestones this year. The 5<sup>th</sup> RONA MS Bike Tour in New Brunswick

and the 20<sup>th</sup> RONA MS Bike Tour in Nova Scotia provided opportunities for Atlantic Canadians to donate more than \$4 million dollars to the MS Society of Canada over the past 20 years!

As we end our 'event' season, we remain focused on our end MS Campaign, which in Atlantic Canada, is surpassing goals and putting funds to work.

In May, five Regional Research and Training Centres were established across the country, one being here in Atlantic Canada. You can read more on page 8 about the research and fellowship being done to end MS right here in our backyard!

As we prepare for the beginning of our next fiscal year, revising budgets and planning events, we keep our eyes on what's really important – the programs and services that we provide for our clients. I'm excited to see that our newest funding program "Being Well with MS" is garnering interest from clients and caregivers and it's also pleasing to note that this program is one of the first in Canada.

Our end MS ads say 'be part of something monumental.' I believe that each of us; staff, volunteers, fundraisers, participants, clients and members are all a part of this monumental effort to make a real difference. I encourage you all to stay involved in whatever way you can. Together, we will end MS!

Sincerely,

Dena Simon  
President

MS Society of Canada, Atlantic Division



Be part of something monumental. Funded largely by the MS Society, Canadian researchers have brought the cure for MS within reach. Let's take this last step together.

**endMS.ca**  
It's time. Give now.

1-800-361-2985



## MS Atlantic, Fall 2009

Published by the Multiple Sclerosis Society of Canada, Atlantic Division

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### Photo Credits:

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Cover Photo by **Crystal LeBlanc**: Bikers descending a steep hill at the RONA MS Bike Tour in Nova Scotia

# Simply Amazing

Two words come to mind when you listen to volunteer Kevin Noyes talk about his commitment to the MS Society and to his community – simply amazing.

A 47 year-old husband and father from Beaverbank, NS, Kevin has been volunteering with the MS Society for about 15 years, filling a need wherever he's asked to go.

“Kevin is the kind of extraordinary volunteer that dreams are made of,” says Tim Dunlop, Director Development. “He will pull out all the stops without being asked and come up with solutions to problems. Kevin makes a huge contribution to every activity he's involved in.”



Kevin Noyes, Volunteer

Each year, Kevin fills important roles at our signature walk and bike events, but he really outdid himself with his contribution to this year's Carnation Campaign. At the end of the final night of carnation sales, Kevin's job was to pick up the left over flowers from malls and grocery stores around the Halifax Regional Municipality (HRM). When Kevin looked at what he had collected, he decided he would personally try to sell the rest of the left over flowers.

“Kevin is the kind of extraordinary volunteer that dreams are made of.”

Tim Dunlop

So, the next day, in what Tim Dunlop describes as a “stroke of genius,” Kevin set-up shop out of the back of his van in a parking lot in Sackville. Quite surprisingly, he was able to sell \$3,400 worth of flowers to last minute Mother's Day shoppers.

Impressively, Kevin's commitment to his community extends even beyond this.

While he works full-time as a playground inspector for HRM, he is also a program coordinator for the Special Olympics for Sackville/Bedford, and a level-three qualified track and field coach for his son Justin's track team.

For some people this kind of hefty time commitment to activities outside of work and family might be a lot to ask, but not according to Kevin.

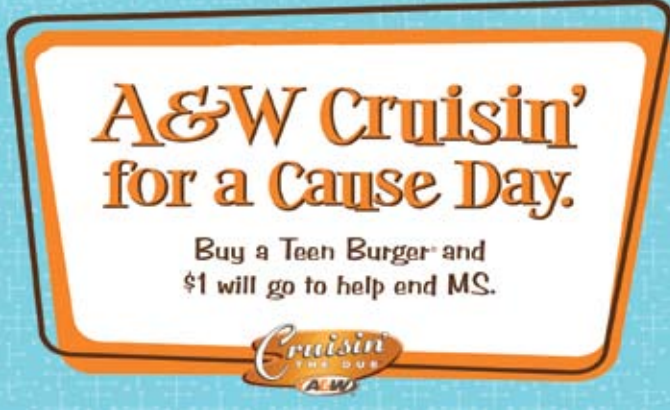
“It's my way of donating and I do enjoy it,” says Kevin. “The people at the MS Society are a good bunch to work with and in my time volunteering there, I've seen results.”

With a heightened sense of responsibility to his community and a generous spirit, Kevin Noyes lives up to his reputation. We applaud him and others like him who help us work toward an end to MS.



Would you like to volunteer with the MS Society?

Contact Monica Jordan at [monica.jordan@mssociety.ca](mailto:monica.jordan@mssociety.ca) or phone 1-800-268-7582.



MS Society staff member eating his fourth of five Teen Burgers in St. John's, NL

It's true. He ate five in one day!

On August 27th, A&W's Cruisin' for a Cause Day, one member of the Atlantic Division staff managed, through sheer will and dedication, to munch his way through five delicious Teen Burgers to help end MS.

Of course this person, who chooses to remain anonymous, wasn't the only one heartily participating in this great event. Staff, volunteers, MS supporters and classic car enthusiasts made their way to A&W locations across the country where one dollar from the sale of every Teen Burger was donated to the MS Society.

The Cruisin' for a Cause event is A&W's biggest joint partnership with a not-for-




profit since its inception in 1956. In addition to the Teen Burger promotion, donations to the MS Society were collected in coin boxes and from the sale of paper car cutouts that were displayed at the till in the weeks leading up to the event.

"A&W has a deep tradition of promoting togetherness with family, a tremendous entrepreneurial spirit, and a history of giving back to the community," says Yves Savoie, president and CEO of the MS Society of Canada. "We are proud to have the A&W family and their loyal customers as partners in the movement to end MS."

While we don't know the exact amount raised yet, we expect the funds from Cruisin' for a Cause will make a huge contribution to our organization's mission. Additionally, we cannot overstate the importance of the increased awareness of multiple sclerosis by A&W's promotion of this event. Local and national advertising and news stories aired on television, radio and in print publications across the country.

They created a buzz that was palpable.

So palpable, or perhaps, so palatable, that our appetites were in over-drive as we 'cruised the dub' in support of MS. 

"We are proud to have the A&W family and their loyal customers as partners in the movement to end MS."



# Being Well with MS

In June, the Client Services Department of the Atlantic Division of the MS Society launched a new funding program called *Being Well with MS*.

Being Well with MS provides funding to people diagnosed with MS and their caregivers. It is intended to financially assist with participation in activities or programs that will contribute to emotional, spiritual, physical, mental or social well being and rejuvenation.

The program was specifically designed in response to a recent survey asking clients and families with MS about their needs and desires. An advisory group from across the region was struck



consisting of caregivers, health professionals and people living with MS to review the survey responses, determine the area of greatest need and decide on a course of action. The result was this new program designed to help people feel well with MS.

“We are thrilled that people are responding so enthusiastically,” says Dena Simon, President, Atlantic Division. “We’re so pleased that the new program honours the choice and the voice of families living with MS in Atlantic Canada.”

Over 150 applications have been received since June, far more than expected, requiring the client services department to work especially hard to keep up with inquiries. So far, they have approved requests for things like day trips, yoga classes, bowling shoes, massages, computer software and even pedicures.

To apply for the program’s winter session, download an application at [www.mssociety.ca/atlantic](http://www.mssociety.ca/atlantic) or call 1-800-268-7582. The deadline for applications is December 2<sup>nd</sup> for activities taking place from January to April.



## BEING WELL with MS Quick Facts

- Funding is for people diagnosed with MS and/or their caregivers.
- Activities funded include: exercise and recreation, stress management, nutrition classes, social activities, respite cost, professional services, hobby equipment, courses, DVDs, books, software, etc.
- The maximum funding is \$75 per person annually.
- Funding is dispersed 3 times per year in Fall, Winter and Spring/Summer.
- Funding is approved on a first-come, first served basis.
- Some exclusions are: living expenses, visits to professionals covered by the health care system or private insurance, clothing, items covered by existing funding programs, and medications.

## Updated Newly Diagnosed MS Book

Together, with the MS Clinic in Halifax, the MS Society, Atlantic Division has published, *Multiple Sclerosis – What you Need to Know: Information for People Living with MS*. This booklet is intended to provide helpful and detailed information for those who are newly diagnosed with MS and their family and friends. These booklets will be available through the MS Clinics and neurologists throughout the Atlantic provinces and are available in English and French.



# \$604,000 raised by Atlantic Division

It was another incredible year for the MS Walk! For the first time, 3000 Atlantic Canadians in 13 communities joined together on one single day making every step matter at the MS Walk on Sunday, May 24.

“We decided to combine our Walks in Atlantic Canada to make the biggest impact possible on one single day and it has proven to be very successful,” says Dena Simon, President, Atlantic Division. “Despite tough economic times, Atlantic Canadians have been incredibly generous, making a spectacular contribution this year.”

Thank you to all volunteers, participants, sponsors and donors who helped make this a banner year for the MS Walk!

## Walking in Small Shoes

*Vanessa Linehan is the MS Walk Coordinator for the Atlantic Division and this is her personal story about her encounters with one special participant.*

I first met 10-year-old William Breon at the Mount Pearl MS Walk in 2008.

William and his parents, Helena and Frank, traveled three hours from their home in Grand Bank, NL to attend the event and were the first participants on site. I approached the Breon family and introduced myself as the MS Walk Coordinator. As we began to talk, I could sense the pride Helena and Frank took in their son who, by all accounts, went above and beyond to fundraise for a cause that has affected their family. William had raised \$1,012.20.

I returned to Mount Pearl this year and once again found the first participants through the door were the

Breons. Before I could even say, “hello” William rushed up to me and asked,

“Guess how much I raised this year?”

I looked at his parents and once again I could see the pride in their faces.

“How much?” I asked. He smiled and I watched his eyes grow wide.

“\$2,805.65!,” he shouted excitedly.

My jaw dropped and my eyes filled up with tears, as I too was proud of him. William’s mother told me how he’d gone to every house in Grand Bank seeking donations. He never stopped; it was a year long commitment for him. William walks for his Dad, for a cure, for an end to MS.

I can’t wait to see him again next year!

**MS Walk Award Winners**

Top Fundraising Team  
Team Martin

Top Fundraiser  
Mark Stewart



Vanessa and William at the MS Walk in Mount Pearl, NL

Starting the MS Walk



Finishing the MS Walk



Team Pscows



450 Cyclists Depart Windsor, Nova Scotia



# RONA MS Bike Tours Celebrate Milestones

The 2009 RONA MS Bike Tours pulled in impressive sums again this year, raising a collective \$538,000 with just over 600 participants.

The 5<sup>th</sup> anniversary of the New Brunswick Tour brought out new cyclists and renewed enthusiasm building on the momentum of the previous years.

The 20<sup>th</sup> anniversary of the Nova Scotia Tour had a celebratory air. We paused to reflect on our accomplishments of the past two decades, the greatest of which includes raising \$4 million dollars. Teams celebrated by pulling out all the stops with creative costumes and songs performed at the banquet.

Both two-day events went smoothly, thanks to a lot of planning and 110 volunteers onsite to help make it a fun-filled weekend. Thank you once again to all participants, donors, sponsors and volunteers.



Darcy Grant

## I'm Out There Doing It!

She used to love cycling, but hadn't dared to try when her friend suggested they do something new.

Darcy Grant from Fredericton, NB rode a tandem bike with her partner Larry in her first RONA MS Bike Tour in Nova Scotia in 2008. She had so much fun, she entered her own team in the New Brunswick tour this year.

"I've been able to grovel up a 2.5 km, 18 per cent grade, and bomb a descent at 77 kilometres per hour!" says Darcy. "Balance issues caused by my MS mean I do this as stoker on a tandem, but hey – I'm out there doing it."

As guest speaker at the RONA MS Bike Tour banquets in both Nova Scotia and New Brunswick, Darcy emphasized the importance of raising money for MS research.

"I'm one of the lucky ones, but only lucky because of research that produces the treatment that I take," says Darcy. "That treatment keeps me able to do the things that I do." MS

### RONA MS Bike Tour Award Winners

New Brunswick	Nova Scotia
Top Fundraising Team Pscycows	Top Fundraising Team Dirty Cranks
Top Fundraiser Laurie Robichaud	Top Fundraiser Gavin Giles



RONA MS Bike Tour



Team Live Wires



Team Super Cycledelics

# Regional Research & Training Centres

This past May, the Multiple Sclerosis Society of Canada announced the establishment of five regional research and training centres, including one based here in the Atlantic region.

The entities, called “endMS Regional Research and Training Centres” (RRTC), come less than one year after the MS Society launched a major fundraising initiative to alter the research landscape in Canada. The Atlantic RRTC is comprised of a network of researchers across New Brunswick, Nova Scotia and Newfoundland and is being led by Dr. John Fisk, Capital Health, Dalhousie University.

“The RRTC will directly educate and train leaders of the future and foster the education and knowledge translation of current faculty across the sites,” explains



Dr. Fisk. “The Atlantic endMS RRTC will provide a centralized focus of information and increased opportunities for student training and research collaboration that will ensure that MS related research in Atlantic Canada is accelerated.”

This summer, undergraduate students were selected and funded as trainees on MS-focused research projects at institutions across the RRTC. A monthly journal club facilitates a gathering of scientists and clinicians to discuss published MS research, both virtually, and in person, allowing participants and trainees to present their work to peers and faculty members.

For more information, go to [endMS.ca](https://endMS.ca)

MS

## Air Canada Jazz Gives Back



The MS Society of Canada, Atlantic Division gratefully accepted a \$2,500 donation from the ‘Employees of Jazz Air LP.’ The money, donated through the Jazz Helping Hands program, was used to help fund information kits for those newly diagnosed with MS.

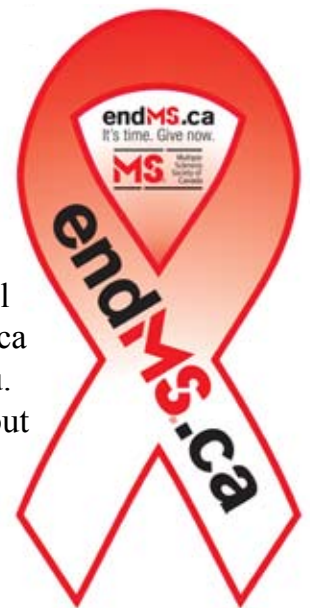
Pictured above: (L-R) Joanna Hamilton, Sandra MacLean, Elizabeth Stepaniak (Jazz Employee) and Dena Simon

## endMS Magnets

endMS ribbon magnets are now available from the Atlantic Division office free of charge.

Call 1-800-268-7582 or email [joanna.hamilton@mssociety.ca](mailto:joanna.hamilton@mssociety.ca) and we’ll mail one out to you. As a bonus, the centre pops out and is a second magnet.

Help support the endMS campaign by proudly displaying our ribbon on your vehicle, or refrigerator, or both!



# MS Society Scholarship Program Recipients

Multiple Sclerosis Society of Canada



"My family is different from others and cannot travel or go out together because of MS. However, we are all very close and we all love my father very much for how hard he has worked at being a good father, while fighting MS."

essay excerpt from scholarship recipient  
Rebecca MacIntyre of Charlottetown, PEI

The MS Scholarship Program, supported by Billy Talent and Friends, awarded ten \$1,000 scholarships to students in Atlantic Canada in 2009.

The post-secondary scholarship is awarded to students and teens living with MS or those who have a parent with MS. Since the launch of the MS Scholarship program three years ago, the MS Society has awarded 220 scholarships totaling \$220,000. Award decisions are based on a variety of factors including financial need, academic standing and a written essay.

Applications for the next academic year are due in the Spring. More information about the MS Scholarship Program and application process is available at [www.mssociety.ca](http://www.mssociety.ca).

## Congratulations to Atlantic Canada's 2009 MS Scholarship Recipients

Kimberley Dares, Eastern Passage, NS  
Heidi Dixon, Gander, NL  
Bradley Hughes, Moncton, NB  
Sarah Lane, Lower Sackville, NB  
Rebecca MacIntyre, Charlottetown, PE  
Brittney MacPhee, Upper Leitches Creek, NS  
Brooke Martin, Dartmouth, NS  
Jade Martin, Dartmouth, NS  
Jeremy Thiebeau, Riverview, NB  
Keelin Tilley, Halifax, NS

To read about our scholarship recipients go to [www.mssociety.ca/scholarship](http://www.mssociety.ca/scholarship)



## DR. JOCK MURRAY SCHOLARSHIP

To date, we are over three-quarters of the way to our goal of raising \$100,000 which will help to educate up-and-coming young researchers and scientists in Atlantic Canada. Call Joanna today at 1-800-268-7582 or visit [www.endmsatlantic.ca](http://www.endmsatlantic.ca) to make your mark to end MS.



# Chapter News

Chapters are gearing-up all across Atlantic Canada for another busy season. With the success of last year's fundraising campaigns under their belts, volunteers are poised to build on that momentum and bring new energy to support those living with multiple sclerosis.

- The 2009 Christmas Cake Campaign is now underway. With the exception of the lemon pound cake, this year's product line-up remains the same: dark and light fruit cake, cherry cake, shortbread cookies and chocolate truffles. Last year, the campaign raised \$177,000. Thanks again to all who contributed, by selling, volunteering and eating! Contact your local chapter for more information.
- Dennis Molloy, Chapter Chair from Restigouche, NB retired after nine years of dedicated service. Thanks to Dennis for all of his hard work and committment. Linda Morin assumed the Chair in September and is bringing energy and enthusiasm to the Chapter.



Cartoon by Lynn Eyland for MS Calendar

## 2010 Calendars for MS

Coming up with new fundraising ideas isn't always easy, but the Halifax Regional Municipality Chapter has found a way to raise money while showcasing the art of one of its members.

They are putting together a humourous 2010 calendar, using the cartoons of Lynn Eyland. Lynn, who was diagnosed with MS at the age of 19, has enjoyed a successful 30 year career as a cartoonist for newspapers across Canada.

The calendar costs \$10 and all of the proceeds will go to the endMS Campaign. The calendars will be presold by email. Order yours at [calendarsms@yahoo.ca](mailto:calendarsms@yahoo.ca). by December 1<sup>st</sup>.



In June, representatives from The Kinsmen Club of the Miramichi Inc. were awarded a Disability Awareness Week New Brunswick Award for 2009. Nominated by the MS Society, Atlantic Division, the award honours those who have made significant efforts to improve opportunities for persons with disabilities to participate more fully in meaningful and independent lives.

Pictured above: (L-R) Dan Bradford, Tim Saunders, NB Government Representative and John Gallant.

## Join Us for the Celebration!

Saturday November 14, 2009

4:00 to 6:00 pm

The Lord Nelson Hotel, Halifax, NS



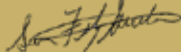
Immediately following the Atlantic Division's AGM, the Board of Directors will host a reception to celebrate the achievements of the Divisional Award recipients for 2008-2009. Special guest, Dr. John Fisk, Director of the Atlantic endMS Regional Research & Training Centre, will speak about the RRTC network, current research activities and the progress towards a cure for multiple sclerosis. Please join us.

# Notice: Annual General Meeting

**NOTICE IS HEREBY GIVEN** that the Annual General Meeting of the members of the Multiple Sclerosis Society of Canada, Atlantic Division will be held at The Lord Nelson Hotel, 1515 South Park Street, Halifax, Nova Scotia on Saturday November 14, 2009 from 3:30 - 4:00 pm. This Meeting is being called to receive the reports of the Officers and committees of the Division, to elect the Board of Directors, and to transact such other business as may properly come before it.

Members who are unable to attend the meeting in person, but who wish to have their vote recorded may date and sign the proxy below, detach and return it to the Atlantic Division, 71 Ilesley Ave., Unit 12, Dartmouth, NS B3B 1L5 by 5:00 pm on Tuesday, November 10, 2009.

Dated at Dartmouth, NS this 1<sup>st</sup> day of October 2009 by the order of the Atlantic Division Board of Directors.

  
Sean FitzGerald, Secretary/Treasurer  
Board of Directors

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## REPORT OF THE NOMINATIONS COMMITTEE

Due to the change in the Society's fiscal year end, a Special Resolution will be presented at the AGM to extend the Board year, in this instance only, by four months.

The following members of the Board of Directors whose terms conclude on November 14, 2009 are re-offering for a two-year term: Chris Bourque, NB; Cecilia Dennis, NB; Catherine Edward, PE; Charles Ford, NS; Scott Gillis, NS; Sylvia MacVey, NB; and Lisa Park, NS.

The following individuals are standing for election to a two-year term on the Board of Directors:  
Dr. Gary Altenkirk, NS; Rachel Cameron, NL; Steve Merrill, NB; Byron Murphy, NL; and Liz Wozniak, NS.

The Nominations Committee is pleased to announce that Mr. Gavin Giles, Q.C., has agreed to join the Board of Directors as Honourary Legal Counsel.

Additional nominations from the General Membership may be submitted to the office of the Atlantic Division in writing on the official nomination form, by noon, Monday, October 19, 2009 and must be signed by no fewer than ten voting Members of the Division.



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## PROXY

I hereby appoint Charles Ford, Chair or Chris Bourque, Vice-Chair

OR \_\_\_\_\_ as my proxy to attend, act and vote on my behalf at the Annual General Meeting to be held on November 14, 2009 in Halifax, NS and at any adjournments thereof on the matters before the meeting.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

Signature or Mark of Member: \_\_\_\_\_

**Join us after the AGM for a reception. See page 10**

# My 'Home Alone' Experience



*submitted by: Katherine Murray of Moncton, NB*


I have had MS for many years, but in 1995 I began to use a wheelchair full-time. My mother, who I live with, was my only caregiver. But all that changed when she was hospitalized in 2008 with a broken hip and other medical issues. So, my 'Home Alone' experience began . . .

To begin, I re-arranged some furniture, bought a light cordless carpet sweeper and installed Life Line, a personal alarm service, paid for by the MS Society. A local agency sent over a couple of wonderful girls to help me, and my friends did all they could. Everything seemed to be going well, but I did run into a few snags.

Once, I tried to get the cap off of a pop bottle and when I couldn't, I became frustrated and sent the bottle sailing! Another time, I thought I was pouring juice into a cup I'd placed on the floor, only to discover an empty cup and a mess to clean up. On the whole though, I did surprisingly well. I was able to stay home, manage the house, my care and even visited Mom four times a week thanks to some special friends. I learned how to wash floors and stayed alone at night for the three months my mother was in hospital.

This experience has taught me that a person CAN be more independent IF they try!

Mom is now home, but has some health problems. Between the two of us, we are doing OK. Our house looks a bit like a medical supply store with my superpoles and Mom's cane and walker.

Now, sometimes I wonder – who is taking care of who! 

## New Nova Scotia Caregiver Allowance

Financial assistance for eligible caregivers is now available through the new Caregiver Allowance issued by the Government of Nova Scotia. The goal of the allowance is to recognize and help support the vital work that caregivers do when assisting their loved ones and friends.

"We recognize the very important role that caregivers have in the lives of the people they care for," says Health Minister Maureen MacDonald. "We know that caregivers need support themselves so that they can continue to provide care to their family members and friends."

To qualify for the caregiver allowance of \$400 per month, both the person who requires care and the person providing care must meet the program's criteria. A complete description of program qualifications can be found on the Province of Nova Scotia website at [www.gov.ns.ca/health](http://www.gov.ns.ca/health). Applications for the Caregiver Allowance may be submitted by phone toll free at 1-800-225-7225.

Canada Post Publication  
Mail Agreement # 40070351



### UNDELIVERABLE MAIL TO:

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71 Ilsley Avenue, Unit 12  
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