

Footnotes

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Why I Walk

Heather Slaney is the team captain of "Together for Heather." This is her Manitoba Lotteries MS Walk story.

MS came into my life a little less than two years ago. It was an upsetting and shocking time for me and my family. At 23 years old, dealing with the realities of this new disease wasn't a very easy thing to do and this day and every day is still an uphill battle. I have relapsing-remitting MS, and the spring of 2009 was my second year participating in the MS Walk in Winnipeg. [continued p5](#)



Fundraising Rewards - Be in the Club!

Be a 2010 Manitoba Lotteries MS Walk Top Fundraiser and join the new Elite Feet Club! The Elite Feet Club is a new fundraising level for Walk participants who raise over \$1000 per year at the Manitoba Lotteries MS Walk. The Elite Feet program recognizes the drive and dedication fundraisers have, and rewards you for taking us one giant step closer to ending MS. [continued p3](#)

Take Advantage of the Online Fundraising System

The OFS is easy and most importantly, safe to use. Donors will receive tax receipts immediately following the donation as well as appear on your honor roll! Go to www.mswalks.ca and start today! Through your online fundraising account you are able to:

- Download personalized pledge sheets
- Register friends, family or team members
- Request for online donations
- Personalize your fundraising webpage
- Upload your own photo
- Create or join a team
- We can walk you through it if you need help



mswalks.ca

2010 Manitoba Lotteries MS Walk
Sunday, April 18
Morden & Steinbach
Sunday, April 25
Lac du Bonnet,
Portage la Prairie & Winnipeg

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Manitoba Lotteries MS Walk

Winnipeg **Sunday, April 25**

Walkers will march through River Heights again at the Manitoba Lotteries MS Walk in Winnipeg. Starting and Finishing at Grant Park High School and the Charles Barbour Arena, Winnipeg will be the largest MS Walk in Canada. Help make this the best MS Walk in Canada by recruiting new Walkers and making your step the one that ends MS.

Start/Finish Site: Grant Park High School field,
450 Nathaniel Street

Check in: starts at 8:00 am in Grant Park High School Sr. Gym

Walk start time: 10:00 am

Route length: 6km

Website

Morden **Sunday, April 18**

Start/Finish Site: Morden Recreation Centre,
111-D Gilmour Street

Check in: starts at 11:00 am

Walk start time: 12:00 pm

Route length: 6km

Website

Steinbach **Sunday, April 18**

Start/Finish Site: Steinbach Regional Secondary School,
190 McKenzie Avenue

Check in: starts at 11:00 am

Walk start time: 12:00 pm

Route length: 6km

Website

Lac du Bonnet **Sunday, April 25**

Start/Finish Site: Lac Du Bonnet Community Centre,
25 McArthur Street

Check in: starts at 8:30 am

Walk start time: 9:30 am

Route length: 5km and 10km

Website

Portage la Prairie **Sunday, April 25**

Start/Finish Site: Yellowquill School,
3000 Crescent Road West

Check in: 10:30 am

Walk start time: 11:30 am

Route length: 6km

Website



Winnipeg Manitoba Lotteries MS Walk Route Map



**Be a walker.
Be an end to MS.**

register for 2010
www.mswalks.ca

Manitoba Lotteries
MS WALK
EVERY STEP MATTERS.



Reward Yourself!

Fundraise and reward yourself with these fantastic prizes!

There are two Elite Feet Club levels: \$1000+ and \$2000+. Along with gift card prizing, Elite Feet Club members receive additional apparel as a reward for their outstanding fundraising commitment.

Take the extra step this year, set your fundraising goal to \$1000+ and be part of the Elite Feet Club!

Raise	Receive
\$10,000+	Join fellow Fundraisers in the MS Walk of Champions** and join the movement to end MS on an international scale or a \$1000 gift card plus Manitoba Lotteries MS Walk T-shirt, Elite Feet Jacket and Elite Feet Pants
\$5000	\$500 gift card plus Manitoba Lotteries MS Walk T-shirt, Elite Feet Jacket and Elite Feet Pants
\$2000	\$200 Gift Card plus Manitoba Lotteries MS Walk T-shirt, Elite Feet Jacket and Elite Feet Pants
\$1000	\$100 Gift Card plus Manitoba Lotteries MS Walk T-shirt and Elite Feet Jacket
\$750	\$75 Gift Card plus Manitoba Lotteries MS Walk T-shirt
\$500	\$50 Gift Card plus Manitoba Lotteries MS Walk T-shirt
\$250	\$25 Gift Card plus Manitoba Lotteries MS Walk T-shirt
\$125	Manitoba Lotteries MS Walk T-shirt

*Gift Cards available from: Lululemon Athletica, Sobeys, Sears, Chapters/Indigo

***Want to help more?** At any level, you are able to receive a tax receipt equal to the value of your prize when you allocate your pledge money and decline to take a prize.

****MS Walk of Champions**

\$10,000+ fundraisers for the Multiple Sclerosis Society of Canada can choose as their prize to attend the MS Walk of Champions in Las Vegas, Nevada in April, 2011.

This is not a vacation and it is important to share with your donors the high degree of personal time and resources that you have committed to fundraising for the MS Society of Canada. This prize includes flight, accommodation for two, and registration for two to participate in the 2010 MS Walk in Las Vegas.



For more information on the MS Walk of Champions, contact Shauna Jurczak, Walk Manager at (204) 988-0911 or email shauna.jurczak@mssociety.ca.

Volunteer!

Ask your family and friends to join us on Walk day as a volunteer if they are unable to walk. Volunteers get the opportunity to show their support and spend the day at a fun event. Even better, volunteers can join a team and fundraise just like all Walk participants can. This way, your whole family or group of friends can form a team made up of both Walkers and volunteers. Together, you will help take the step that ends MS.

We require volunteers for advanced check in, site set up and take down, day of check in, food service, rest stops, route marshalling, Streak for MS, finish line cheering, pet sitting, and pre-event activities.

Our volunteers help make the Manitoba Lotteries MS Walk a huge success. Sign up today by emailing Brandy Schmidt, Volunteer Coordinator at brandy.schmidt@mssociety.ca or calling her at (204) 988-0919.

Create or Join a Team!

There is still time to form a team for the 2010 Manitoba Lotteries MS Walk. By forming a team, you will be ending MS as quickly as possible. It's proven that teams raise more money, have more fun, and come back to participate in events more often than individual participants.

Teams receive excellent benefits such as:

- Invites to exciting events like Streak for MS and Pub Nights
- Special recruitment and fundraising prize incentives leading up to the walk
- VIP treatment on the day of walk
- Special team awards



If you are registered as an individual and would like to create a new team or join one of our existing teams, contact Shauna Jurczak, Walk Manager by email at shauna.jurczak@mssociety.ca or by phone at (204) 988-0911.



2010 Streak for MS

The MS Society Manitoba Division kicked off the 2010 Manitoba Lotteries MS Walk with a Streaking party at Polo Park Shopping Centre. MS Society staff stepped into the roles of "hair stylists" and streaked over 300 people's hair with red clip-in streaks.

Missed your chance to Streak at Polo Park? Don't worry. There will be a Streaking tent on site at the Winnipeg Walk. For a minimum donation of \$5 you can get your very own red hair streak for Walk day.



Why I Walk continued

The 2009 Manitoba Lotteries MS Walk was extremely special for me. It was only my second year Walking and my second year with MS. When I was first diagnosed, and not overly eager to accept the new realities of my life, it took a lot of strength to go out and Walk the first time around. That year I Walked apprehensively for my new condition, and for others who maybe felt as broken down as I had at any point in time because of this disease.

However, 2009 was different. Even though dealing with MS is a never-ending battle, there comes a time that you finally accept what life has thrown your way. I committed myself to learning all I could, and worked to create awareness to all those in my life, who were now also affected by MS. With a new outlook, I immediately took a proactive approach to my disease and worked to keep a positive attitude about it, knowing that my attitude was the only thing I had complete control over. With a little encouragement from the MS Society, I not only decided to Walk again, but I would create my own team. We would be called "Together for Heather."



Together with my mom and 2 closest friends, we set out with a small, but realistic goal. As most of my family is from the Maritimes, I had to find a way to reach out to them in the most uncomplicated, yet quickest way possible, and for me this was via the web. My support system stood behind me, as I requested donations online, explaining to people my personal reason for Walking. For many of those people, it was the first time they heard of me having multiple sclerosis. I was worried about introducing this new disease as a part of my life for the first time, but the amount of unconditional support was amazing. As the weeks crept by, our little team of 4 raised a grand total of \$8,600.

Walk day was an experience in itself. Unfortunately my team and I missed the official opening ceremonies, but not without good reason. We were getting rubbed, relaxed and ready, taking in the royal treatment of free massages in the gym. Once we hit the track, I was very overcome with emotions due to the number of participants at the event. I recall feeling exhilarated and powerful to just be in the presence of others who could relate to what I'm going through. That year I felt purposeful to be focusing my energy on a cause.

The MS Society gave me an unexpected choice to make that day at the Walk. As we arrived at the starting line, my team members discovered the tent set up with signs available to attach to your shirt, telling the world who you were walking for. Once again, I was conflicted. After all I had gone through since being diagnosed, from my first year Walking, to outing myself and my condition this year... I couldn't decide if I wanted the public to know that I was "The" Heather from "Together for Heather." Do I wear the discrete white pinnie, like 90% of the crowd that day? Or do I attach the bright red "I HAVE MS" sign to my back, letting not only my friends and family, but now letting the community know. I chose the red one. Once again, I conquered another fear brought on by this disease. And if anyone had seen me, bouncing down the streets with my team and my portable speakers in tow, they probably wouldn't have believed that this sign belonged on my back that day. Sunday, April 26, 2009 was a milestone in my life and I thank the MS Society for giving me the push I needed to embrace it.

As we all know, every year we keep getting closer and closer to finding a cure, and in my own way, I want to be among those who contributed to this discovery. I will be Walking in 2010 and every year afterwards that allows me to do so. As I've learned over the past 2 years, yes I have MS, but yes I also have dreams and a life, two things that I'm just not willing to ever give up. And as I fight to be stronger than this disease, I feel privileged to be fighting alongside people like you.

Thank you to our Sponsors!

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Title sponsor



Provincial sponsors



Media sponsors



HOT 103
Winnipeg's #1 Hit Music Station



Contact the Manitoba Lotteries MS Walk Manager: Shauna Jurczak
email: shauna.jurczak@mssociety.ca

Visit us online at mswalks.ca

Phone: 1.800.268.7582 for more information

Mail: 100-1465 Buffalo Place, Winnipeg, MB R3T 1L8

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.