



MS[®] Read-A-Thon

2010 Program Year • Volume 3, Summer

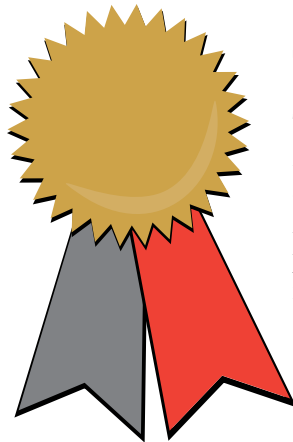
Newsletter



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Thank you and Congratulations

Thank you to everyone who took part in the 2009-2010 MS Read-A-Thon! You have helped us turn a page in our efforts to end multiple sclerosis. More than 17,650 students at 470 schools took part, reading for 8,434,979 minutes and raising over \$785,000 in donations!



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BOOK BY
JUNE 30, 2010
FOR A CHANCE TO
WIN
A \$1,000 VOUCHER
FROM SCHOLASTIC!

REGISTER NOW FOR
THE 2010-2011
SCHOOL YEAR!

CALL NOW TO BOOK
1.800.268.7582 EXT. 3191

Congratulations to our 2009-2010 Honour Roll members

Platinum Level - \$15,000 +

Allenby Junior School, Toronto
Bayview Glen, Toronto
Hillfield-Strathallan College, Hamilton

Gold Level - \$10,000 +

Adrienne Clarkson Elementary School, Nepean

Silver Level - \$5,000 +

Associated Hebrew Schools of Toronto, Thornhill
Bessborough Drive School, Toronto
Bialik Hebrew Day School, Toronto
Blythwood Junior Public School, Toronto
Brigadoon Public School, Kitchener
Brigden School, Brigden
Coledale Public School, Markham
Crestwood School, Toronto
Holy Cross School, Thunder Bay
Huron Street Junior Public School, Toronto
Jack Chambers School, London
Kitchener Waterloo Bilingual School, Waterloo
St. Andrew School, Oakville
St. Clement's School, Toronto
St. Gabriel School, Burlington
St. Paul School, Guelph
Whitehorn Public School, Mississauga
William Berczy Public School, Markham

Bronze Level - \$2,500 +

A.M. Cunningham Junior School, Hamilton
Academie Ste. Cecile International School, Windsor
Allan A. Greenleaf School, Waterdown
Aurora Montessori School, Aurora
Bishop Scalabrini School, Thornhill
Bridgeport School, Kitchener
Buttonville Public School, Markham
Centennial School, Waterloo
Cliffwood Public School, North York
Corpus Christi School, Sudbury
Crescent School, North York
Devonshire Public School, Ottawa
Drayton Heights School, Drayton Valley
Ecole élémentaire Sainte-Anne, Mattawa
Ecole Gron Morgan Public School, Thunder Bay
Fairview Public School, Brantford
Gateway Drive, Guelph
Glynn A. Green Public School, Fonthill

Bronze Level - \$2,500 +

continued

Golden Learning Centre, Balmerton
Grafton Public School, Grafton
Harold Longworth Public School, Bowmanville
James McQueen Public School, Fergus
John Darling School, Kitchener
John Knox Christian School, Woodstock
John Mahood Junior School, Elmira
Joyceville Public School, Joyceville
Lycée Français de Toronto, Toronto
Mazo De La Roche School, Newmarket
Mineola Public School, Mississauga
Nationview Public School, South Mountain
North Agincourt Junior Public School, Scarborough
Northridge School, London
Park School, Georgetown
Pineland School, Burlington
Poplar Bank P.S., Newmarket
Queen of Heaven School, Mississauga
Rosedale Day School, Toronto
Russell School, Russell
Saints Peter & Paul School, Hamilton
Sir William Osler Elementary School, Dundas
Somerset Drive School, Brampton
St. Catherine of Siena School, London
St. Charles Catholic School, Thorold
St. Edward School, North York
St. Hilary School, Mississauga
St. Joachim School, Ancaster
St. John School, Oakville
St. John the Evangelist School, York
St. Margaret School, Thunder Bay
St. Marguerite D'Youville School, Hamilton
St. Mark School, Stoney Creek
St. Michael School, Guelph
St. Paul School, Thunder Bay
St. Teresa of Avila School, Hamilton
St. Therese of Lisieux School, Hamilton
St. Timothy School, Mississauga
Stonecrest Elementary School, Woodlawn
Tecumseh Public School, Mississauga
Terry Fox Public School, Newmarket
Terry Fox School, Brampton
Thousand Islands Public School, Lansdowne
Tollgate Central School, Woodstock
Trafalgar Castle School, Whitby
Trelawny Public School, Mississauga
Unionville Montessori School, Markham
Victory School, Parry Sound
Warsaw Public School, Warsaw
Westvale School, Waterloo

Note: Honour Roll status is up to date as of May 31, 2010

A day in the life of the Read-A-Thon Road Trip

By Tom Lowden, MS Read-A-Thon Coordinator

I think the closest I've ever been to being a rock star is when I got to host the kick-off assemblies for the MS Read-A-Thon. Three times a year, my colleagues and I tear off the shackles of the cubicle and hit the road, visiting schools, teaching kids about what MS is and how they can help. I mean, it's not exactly like being a rock star. My limo with a Jacuzzi is a rental van with boxes, my penthouse suite is a roadside hotel, and my adoring fans asking for autographs are gas attendants asking me to sign my bill. I guess it isn't the road so much that makes me feel like a rock star, it's the assemblies.

It starts when a teacher introduces me to the crowd, and I hear cheers. That's when I'm a rock star. When I see hundreds of kids hanging on my every word, that's when I'm a rock star. When I have kids running up to talk to me afterward, bragging about how many minutes they are going to read for MS, that's when I'm a rock star.

So after 2 weeks of fast food, endless highways, making kids laugh and making kids recognize that every one of them can help in the fight to end MS, I replace my red shirt with a collared button-up and a tie and return to my cubicle. And when I'm back in the office, I just wait to see all the envelopes come back and I look at all of the hourglasses coloured in, I read all the special notes, I count all of the nickels and dimes, and I smile.

I realize I was never a rock star, and probably never going to be one, but I got to teach the idea of 'giving back' to a bunch of eager and amazing students and that's better than any limo, Jacuzzi, or any other luxury that I'll see in my lifetime.

Guest Speaker Profile: Maria Presta

Q: Why is the MS Read-A-Thon so special to you?

MP: I participated in the program when I was in elementary school! At the time, I didn't know that it would eventually hold more importance in my life. My mom told us that she had MS when I was about 12 or 13.

Q: What was growing up with a parent with MS like for you?

MP: Mom was like any other mom. She would walk us to and from school, we'd shop, visit the library, play at the park, but as Mom's MS got worse she had to start using a cane and sometimes a wheelchair. We couldn't go on long shopping trips anymore, so we had groceries delivered to the house. My sister and I would help with chores sometimes having to pass on going out with friends, but we knew it helped the family.

Summer Fun!

RONA MS Bike Tour

Whether you're a cycling enthusiast or just looking to take a leisurely ride, there is a RONA MS Bike Tour for you! Join us for a ride in your area:



- **Grand Bend to London, July 24-25**
- **Ottawa to Kemptville, August 7 and/or 8**
- **Acton to Waterloo – August 14-15**
- **Niagara – August 22**
- **Toronto – September 12**

Visit www.ms biketours.ca for more information!

A&W Cruisin' for a Cause

On Thursday, August 26, one dollar from every Teen Burger sold at A&W locations across Canada will be donated to the MS Society. Last year over \$400,000 was raised!



The Word on the Street – Toronto

For a second year, the MS Read-A-Thon team is proud to have a booth at The Word on the Street festival in Toronto. This national celebration of literacy and the written word is Canada's largest book and magazine festival, and it all takes place on Sunday, September 26 at Queen's Park. Drop by our booth to chat with your Read-A-Thon coordinator and to hear about the exciting things we have planned for the upcoming year.

Q: What are some of the biggest frustrations your family has encountered?

MP: I remember having to give up travelling and visiting family because not every place is wheelchair accessible.

Q: How has the MS Society helped your family and your mom?

MP: Some of the equipment we have is on loan from the MS Society. They have given us information and we've attended events where we can meet other people experiencing the same challenges. There's always someone willing to listen when you need to talk.

Q: What do you love about guest speaking?

MP: I get to share my experience with multiple sclerosis with many wonderful young people who can make a difference in raising money and awareness about MS.



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Help turn a page in
the fight to end MS!

Korman's Korner

Happy summer!

Okay, the weather's getting warmer, but that doesn't mean there's no reading to do. And besides, it's great practice for the next MS Read-A-Thon.

I've been really stressed, but in a good way. *THE EMPEROR'S CODE*, my second 39 CLUES book (number 8 in the series), came out in April. *ZOOBREAK* was nominated for a Children's Book Council Award, and I was on the road at the LA Times Festival of Books and the International Reading Association conference in Chicago.

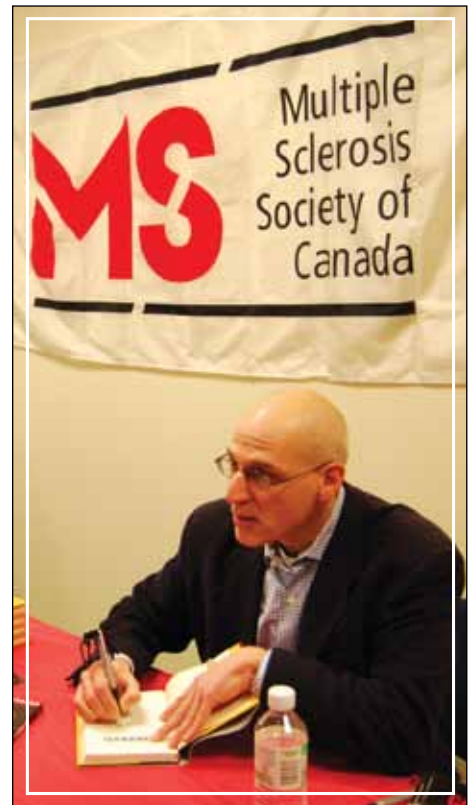
Looking forward, I've got *FRAMED* coming out in the fall - a sequel to *SWINDLE* and *ZOOBREAK* - and I'm really excited about my next project, the *TITANIC* series. It's a trilogy about kids in 1912 aboard the ill-fated ocean liner.

So I've got a lot on my plate like the rest of you. I guess that's how things are these days. But just because we're busy doesn't mean we can't help the MS Society. So have a fantastic summer, read some great books, and head back to school in September ready to get your school involved in next year's MS Read-A-Thon!

All the best!

Gordon Korman

Gordon Korman is an award-winning author of more than 50 books for children and young adults and the Honorary Chair of the MS Read-A-Thon.



Congratulations to our Survey Winner!

Congratulations to Sandra Kiss of St. Lawrence School in Hamilton! Sandra was the winner of a \$100 Chapters/Indigo gift card for completing our feedback survey!

Did you miss the survey? The MS Read-A-Thon is going green – be sure to send us your email addresses for surveys, newsletters, and promotions! You can reach us at rat@mssociety.ca.

