

Footnotes

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Thank You for walking to end MS!



mswalks.ca



Our sincere thanks to you and all other participants, volunteers, donors, and sponsors who were a part of the 2010 MS Walk!

In 60 communities across Ontario, more than 29,000 walkers, including 2,400 teams, raised \$6 million in pledges. Every pledge brings us closer to ending MS. Funds raised through the MS Walk help people with MS in a number of ways. Proceeds from the event provide services to people living with MS and their families across Ontario and support the MS Society's national research program.

Thank you for your support. You are making a difference!

MS WALK
EVERY STEP MATTERS.



**BE A STEP AHEAD.
REGISTER NOW
FOR 2011**

www.mswalks.ca or
1.888.822.8467

EVERY PLEDGE MATTERS

All MS Walk donations of \$20 or more will automatically receive a tax receipt. Receipts will be mailed to donors by the end of August.



Going the Distance for the MS Walk



As Rosalie Demers prepared for the MS Walk – chairing the organizing committee, distributing brochures, and collecting donations - her daughter Lori was never far from her mind. Lori, 38, was diagnosed with multiple sclerosis four years ago. Now living near Yellowknife in the Northwest Territories, Lori provides all the motivation that her mother needs to go the extra mile in her efforts to end MS.

Rosalie, a retired nurse, first got involved as an event volunteer in 2007. Since then, her enthusiasm to make the MS Walk a success has been unstoppable as she has taken on more and more responsibilities.

Rosalie's hard work starts months in advance of the event and continues through MS Walk day. Last year, she personally delivered most of the 20,000 brochures that were distributed throughout the community, visiting business after business along the way to request door prize donations and encouraging people to join the MS Walk. She arranged for the donation of dozens of MS Walk supplies, and phoned countless volunteers to enlist their support on MS Walk day. She also captains an MS Walk team, Lori's Marching Squad, and is particularly proud of their win for "most spirited team" award in 2007.

Being a part of the MS Walk planning committee allows Rosalie to make a real difference in the MS Walk in her community, and seeing the results on MS Walk day makes it all worthwhile.

What motivates Rosalie the most is the possibility that any pledge could be the one that leads to a cure for MS. "As I'm driving around town dropping off brochures, I often think about that. It could be someone who picks up this brochure and decides to register for the MS Walk who will raise the pledge that ultimately leads to the cure."

And always, she thinks of her daughter. "We're both very hopeful for a cure within Lori's lifetime," she says. "That's what keeps me going. In the meantime, I'll do whatever I can to make it happen."

Help to Plan the 2011 MS Walk



Join the MS Walk planning committee in your community and be a part of making the 2011 MS Walk a success. Help motivate people to take part in the MS Walk, suggest activities, and use specific skills, such as public relations and business networking or team building and recruitment, as part of the TeamMS program to help end multiple sclerosis.

Volunteering on an MS Walk committee will only take a few hours per month, and it's a great way to network in your community.

For more information, contact Clarinda Brandão at 1-800-268-7582, ext. 3107 or clarinda.brandao@mssociety.ca.

Gear up to end MS!



Join us this summer for the RONA MS Bike Tours! Experience the camaraderie and enthusiasm, by cheering for participants as they cross the finish line. You could even come out to volunteer at one of the events. Show your support for cyclists and join together in the movement to end MS.

Choose a Tour that's right for you at www.ms biketours.com.

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