

December 2011

MS WALK
EVERY STEP MATTERS.

Footnotes

mswalks.ca

2012 MS WALK

Register now!

mswalks.ca

April 29, 2012

Chaudière-Appalaches
Drummondville
Gatineau
Granby
Lanaudière
Laval
Montérégie
Montreal
Montreal East
Montreal West Island
Mont-Tremblant
Port-Cartier
Saint-Hyacinthe
Saint-Jérôme
Sept-Îles
Trois-Rivières
Thérèse-De Blainville/Lower-Laurentians

June 3, 2012

Alma
Baie-Comeau
Bas-Saint-Laurent
Saguenay
Sainte-Félicité

September 9, 2012

Quebec city
Sherbrooke
Sorel-Tracy

Results 2011 MS Walk

Thanks to your contribution and those of our many donors, volunteers and partners, the 2011 MS Walk raised close to \$1 290 000. On behalf of the tens of thousands of Quebecers with multiple sclerosis, we would like to thank you sincerely for your support.

A few numbers...

5, 300 participants

460 TeamMS

Near \$1 290 000

THANKS TO ALL OUR WALKERS!



Register for the 2012 MS Walk

Register now for a chance to win prizes with our
Web promotions!

There are three easy ways to register.

On the Web	<ol style="list-style-type: none">1) Go to mswalks.ca.2) Choose the Walk in which you want to take part.3) Join a team or sign up individually.4) Enter the required information.5) Make a note of your access codes.6) Personalize your page.
By mail or fax	<ol style="list-style-type: none">1) Contact your local chapter office and complete the registration form.2) <u>Mail</u> it to the following address: 550 Sherbrooke West, East Tower, Suite 1010, Montreal, Quebec, H3A 1B9 or <u>fax</u> the form to 514 849-8914.

NEW!

Discover all the possibilities our new online registration system offers to make your fundraising easier!

Your Web page allows you to:

- send your fundraising e-mails more easily thanks to direct access to your contact list in Outlook, Gmail, etc.;
- share the link to your web page on your different social networks (Facebook, Twitter, etc.);
- track the progress of your fundraising in real time;
- and much more!

Promotions and contests planned for 2012

Watch out for our promotions!

Several promotions and contests will be announced via e-mail up until one week before the MS Walk.

Register online and authorize us to contact you by e-mail in order to benefit from the promotions, take part in our contests, and possibly win great prizes!

First contest!

*Register for the MS Walk
between **January 3 and 31, 2012**, and get
a chance to win a pair of airline tickets for
a North American trip!*

Form a TeamMS for someone you care about!

A TeamMS is composed of a team captain and at least three Walkers who register and raise funds individually.

Invite your family, friends and colleagues to support your cause.

Together, let's join forces and exceed our goals!

TeamMS weeks

Register as a team and win!

- April Walks: from January 30 to February 4, 2012
- June Walks: from March 11 to 18, 2012
- September Walks: from June 14 to 21, 2012

Fundraising tips and tricks

- Right from the start, set a **personal objective**.
- Take advantage of the new online system.
- Organize an event (such as a spaghetti dinner).

- Start your fundraising at the beginning of the year.
- Use social media to make people aware of your project.
- Sponsor yourself.

By raising funds for the MS Society, you help enhance the quality of life of people with multiple sclerosis.

Thank you for your dedication!

2012 prize structure

NEW!

****MISSION FIRST CLUB****

By joining the Mission First Club, you are giving unconditional priority to our mission by generously re-donating the prizes awarded to you by the MS Society in recognition of your efforts. Thus, you are contributing to reducing the costs associated with the purchase of prizes for participants, which enables us to dedicate more money to research and services for people with MS.

2012 prize structure

Here are the prizes you could win based on your fundraising.

\$10,000 and over	Participation in the 2012 Walk of Champions in New York OR \$100 in gift certificates per \$1,000 raised
From \$5,000 to \$9,999.99	\$100 in gift certificates per \$1,000 raised
From \$3,000 to \$4,999.99	\$100 in gift certificates per \$1,000 raised
From \$2,000 to \$2,999.99	\$200 in gift certificates (HBC, Cage aux sports, Centre du Rasoir or SAQ)
From \$1,500 to \$1,999.99	\$75 in gift certificates (HBC, Cage aux sports or Centre du Rasoir)
From \$1,000 to \$1,499.99	\$50 in gift certificates (HBC, Cage aux sports or Centre du Rasoir)
From \$500 to \$999.99	\$25 in gift certificate (Cage aux sports or Centre du Rasoir)
From \$250 to \$499.99	\$15 gift certificate from A&W
From \$125 to \$249.99	Official t-shirt of the 2012 MS Walk

2012 prestige clubs

\$5,000+ Club

If you raise \$5,000 or more in pledges, you will receive a special pin as well as the fleece jacket for the \$1,000+ Club.

\$1,000+ Club

If you raise \$1,000 or more in pledges, you will receive a fleece jacket (women's or men's model).

\$500+ Club

If you raise between \$500 and \$999.99 in pledges, you will receive a watch, in addition to your prizes from the prize structure.

Note :

- * Pledges raised by more than one participant cannot be accumulated.
- * The MS Society reserves the right to substitute any prize with another of equivalent value.
- * You will have up to one month after the event to hand in all your donations and order your prize.

More about the 2011 MS Walk

Provincial fundraising champions—TOP 10

Here are the ten people who raised the largest amounts of money in Quebec. **Congratulations!**

1	Roger	Charest	\$12,329.75	Sainte-Félicité
2	Yves	Mercure	\$10,350.00	Lanaudière
3	Jennifer	Burgess-Pevéc	\$8,200.00	West Island
4	Raymond	Desrosiers	\$8,125.00	Chaudière-Appalaches
5	Patricia	Cluzeau	\$8,075.00	Quebec City
6	Jacques	Pronovost	\$7,747.00	Trois-Rivières
7	Michèle	Potvin	\$7,688.00	Chicoutimi
8	Suzanne	Mignault	\$7,070.00	Gatineau
9	Andrea	Lucifero	\$6,970.16	Montreal
10	Josyane	Tanguay-Pelletier	\$6,578.31	Bas-Saint-Laurent

2011 champions

The individual fundraising champions, champion fundraising teams and champion recruiting teams are the people or teams who stood out in [their local chapter](#). To learn the names of the 2011 champions and find out what they won, visit our website: mssociety.ca/qc/marche-champions.htm

Thanks to all our champions for their exemplary commitment!

Every dollar counts!

In recent years, we have witnessed a wealth of new developments in research. The promising advances that have been achieved are bringing us ever closer to our goal: **ending MS!**

Every dollar raised allows us not only to pick up the pace of research but also to offer numerous services to people with MS and their families:

- documentation
- adapted sports activities
- support groups
- telephone support
- presentations
- and much more!

For example, a \$500 donation makes it possible for a child to participate in our summer camp for kids who have a parent with MS.



"The camp was totally super cool and I'm glad I was able to learn more about MS."
Maryanne, age 10, Saint-Jérôme.

We're counting on you to continue our mission in 2012!

Thanks to our sponsors

National sponsors

BRINKS

Chatelaine



Provincial sponsors

astral



Hamilton Beach
Au cœur de la cuisine.™

neo **TRAFFIC**

mswalks.ca