

Footnotes

1

MS. WALK
EVERY STEP MATTERS.



November 2009



Number of participants	6513 WALKers
Number of TeamMS	504 Teams
Amount raised in 2009	\$1,400,000

Thanks to your contribution and that of the many walkers, volunteers and sponsors, every year the amount raised by the MS Walk enables the MS Society of Canada to allocate more to research and support for people with multiple sclerosis (MS). On behalf of the tens of thousands of Quebecers with MS, thank you most sincerely for your support.

Register Now!

2010 Edition

April 25, 2010

Boisbriand **New WALK**
Chaudière-Appalaches
Deux-Montagnes **New WALK**
Drummondville
Eastern Montreal **New WALK**
Gatineau
Granby
Laval
Montréalégie
Montreal
Montreal West Island
Mont-Tremblant
Port-Cartier **New Date**
Repentigny
Saint-Hyacinthe
Saint-Jérôme
Sept-Îles **New Date**
Trois-Rivières

June 6, 2010

Alma
Baie-Comeau
Bas-Saint-Laurent **New WALK**
Saguenay

September 12, 2010

Quebec
Sherbrooke
Sorel-Tracy



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MS Multiple Sclerosis Society of Canada

Information about the MS Society

The Multiple Sclerosis Society of Canada, founded in 1948 by Montrealer Evelyn Opal, is a non-profit organization whose mission is to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

To achieve his mission, the MS Society has to...

- Discover the cause and cure for multiple sclerosis as soon as possible
- Give people affected by MS the opportunity to enjoy all aspects of life to the fullest
- Educate the Canadian public about MS and the MS Society's work
- Obtain the necessary financial support for all the Society's essential activities

The Society's National Office is in Toronto and the Quebec Division, one of seven divisional offices, oversees 25 chapters located throughout Quebec. Every year, the funds raised by the Multiple Sclerosis Society of Canada, Quebec Division, help finance research and services to people with MS and their loved ones.

Where does the money go?



"By getting involved in some of the MS Society's special projects and events, it empowered me to fight this disease and gave me a real feeling of hope."

Jennifer Burgess Pevec, person with MS, mother of two and Distinguished Volunteer 60th Anniversary Award winner.



Every donation makes a difference for the 55,000 to 75,000 Canadians affected by MS!

Promotions — Blitz Weeks

The two Blitz Weeks cover a specific period of time when you will be encouraged to collect pledges **online** for a **minimum of \$350** in a week.

Prizes to WIN!!!

- To the first person to sign up for the challenge:
A \$125 gift card from Lululemon
- For everyone who register for the challenge:
A draw for a \$50 gift card from Lululemon.



www.lululemon.com

You will receive an e-mail the day before the beginning of each of the two Blitz Weeks (between January and April) inviting you to take part in the challenge.

*If you're a registered WALKer, you must give us your e-mail address, since this promotion is only available online.

TeamMS (Friends or Family Team or Corporate Team)

A TeamMS consists of a **Team Captain** and **at least 3 WALKers** who register and collect pledges individually.

64% of WALKers walk as a Team!
Create a Team!



10 Reasons to Create a TeamMS

- Have fun
- Support the cause as a group
- Make an even more substantial contribution
- Motivate each other to exceed your limits
- Combine your efforts
- Take part in a festive gathering
- Promote a healthy lifestyle among your group
- Take advantage of special prizes
- Give your organization visibility
- Strengthen ties between coworkers

TeamMS Week

- For April's WALK: **February 1th to 5th, 2010**
- For June's WALK: **March 15 to 19, 2010**
- For September's WALK: **June 14 to 18, 2010**

Register as a TeamMS (1 team captain and at least 3 members) during the week scheduled for your Walk.*

Each complete team will receive a \$50 gift certificate of Centre du Rasoir.

*One gift per TeamMS week.



"My mother had MS; I have it too. For 15 years, Les Perséides team has walked and collected pledges to do our part to advance research and eradicate MS for my grandchildren and future generations. We really are getting closer to our goal: life WITHOUT MS!"

Micheline Larose, Team Captain of Les Perséides

2009 Results

APRIL'S MS WALKS

Montreal West Island	342 WALKers	\$140,003
Chaudière-Appalaches	130 WALKers	\$36,210
Drummondville	235 WALKers	\$30,159
Gatineau	296 WALKers	\$72,148
Granby	112 WALKers	\$27,462
Laval	789 WALKers	\$119,630
Montérégie	544 WALKers	\$95,133
Mont-Tremblant	167 WALKers	\$35,326
Montreal	984 WALKers	\$270,810
Repentigny	340 WALKers	\$105,620
Saint-Hyacinthe	210 WALKers	\$33,000
Saint-Jérôme	212 WALKers	\$27,757
Thérèse-De Blainville/ Lower-Laurentians	306 WALKers	\$35,950
Trois-Rivières	504 WALKers	\$80,133

JUNE'S MS WALKS

Alma	146 WALKers	\$64,363
Baie-Comeau	97 WALKers	\$15,360
Chicoutimi	95 WALKers	\$35,623
Port-Cartier	88 WALKers	\$8,416
Sept-Îles	91 WALKers	\$22,386

SEPTEMBER'S MS WALKS

Quebec	403 WALKers	\$82,957*
Sherbrooke	225 WALKers	\$23,589*
Sorel-Tracy	197 WALKers	\$39,227*

*Final Results to come



2009 Champions

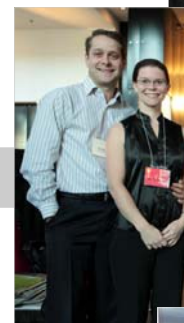
TOP FUNDRAISERS

Alma	Normand Bouchard	\$4,530
Baie-Comeau	Lucille Leblanc	\$1,500
Banlieue Ouest	Danny Baum	\$10,371
Chicoutimi	Clément Paré	\$12,000
Drummondville	Monique Noël	\$3,975
Chaudière-Appalaches	Raymond Desrosiers	\$5,555
Gatineau	Suzanne Mignault	\$5,490
Granby	Nadia Beaudry	\$4,319
Laval	France Leblanc	\$7,317
Montérégie	Pierre Laliberté	\$3,345
Mont-Tremblant	Claude Albert	\$3,925
Montreal	Sylvie Cossette	\$10,000
Port-Cartier	André Dumont	\$1,180
Quebec	Patricia Cluzeau	\$7,374
Repentigny	Yves Mercure	\$12,878
Saint-Hyacinthe	Nadine Maheu	\$5,150
Saint-Jérôme	Nicole Fillion	\$1,949
Sept-Îles	Michel Grenon	\$7,289
Sorel-Tracy	Yves Charland	\$1,827
Sherbrooke	Daniel Larouche	\$1,738
Thérèse-De Blainville/Lower-Laurentians	Guy Léveillé	\$1,466
Trois-Rivières	Jacques Pronovost	\$10,021

Jacques Pronovost



Nadia Beaudry



Patricia Cluzeau



Win a pair of running shoes courtesy of Ecco Performance.



LES FRANFRELUCHES VIRILES,
MONTREAL



LES SPIDERS,
LAVAL



LAS ESPERANZAS,
TROIS-RIVIÈRES



LES INVINCIBLES,
QUEBEC

TOP FUNDRAISING TEAMS

Alma	Équie à Raymonde	\$8,938
Baie-Comeau	Les Marcheurs Croissants	\$2,465
Banlieue Ouest	Bad Puns V	\$13,044
Chicoutimi	Les Vitamines	\$15,187
Drummondville	Moral d'acier	\$4,140
Chaudière-Appalaches	Les Gladiateurs	\$2,300
Gatineau	Les amis d'Hélène	\$6,971
Granby	Les Copains de Myéline	\$6,495
Laval	Les Spiders	\$16,929
Montérégie	Les p'tits anges de Sylvie	\$13,021
Mont-Tremblant	Les Amis de Dominos	\$5,465
Montreal	Franfreluches viriles	\$30,985
Port-Cartier	ArcelorMittal—Siège administratif	\$494
Quebec	Cluzeau	\$7,653
Repentigny	Les Crochus	\$29,841
Saint-Hyacinthe	Les Étoiles Enchantées	\$5,745
Saint-Jérôme	Crantini	\$2,510
Sept-Îles	Belles et Beau	\$7,289
Sorel-Tracy	Socomec	\$6,729
Sherbrooke	Moldus	\$3,485
Thérèse-De Blainville/Lower-Laurentians	Les mille-pattes	\$3,473
Trois-Rivières	RBC	\$7,676

Win a \$80 gift card, courtesy of La Cage aux Sports.


TOP RECRUITMENT TEAMS

Alma	Les Joyeux Marcheurs	22 members
Baie-Comeau	Les Marcheurs Croissants	13 members
Banlieue Ouest	Myéline	66 members
Chicoutimi	Caisse Desjardins du réseau de la santé	10 members
Drummondville	Moral d'acier	26 members
Chaudière-Appalaches	Les Gladiateurs	26 members
Gatineau	Les amis d'Hélène	25 members
Granby	Les Papillons	36 members
Laval	Les Spiders	71 members
Montérégie	Les p'tits anges de Sylvie	155 members
Mont-Tremblant	Les amis de Domino	18 members
Montreal	Famille Carmel Lefebvre	83 members
Port-Cartier	ArcelorMittal—Usine de bouletage et Port	23 members
Quebec	Les Invincibles, amis de Caroline	60 members
Repentigny	Laboratoire Villeneuve et PALMER et amis	36 members
Saint-Hyacinthe	L'Équipe Énergie Cardio	32 members
Saint-Jérôme	Les Spiders	22 members
Sept-Îles	Readers Digesting	12 members
Sorel-Tracy	Socomec	28 members
Sherbrooke	Les increvables	14 members
Thérèse-De Blainville/Lower-Laurentians	Les Nerfs	38 members
Trois-Rivières	Las Esperanzas	51 members

Win a Panini Press Gourmet Sandwich Maker worth \$70, courtesy of Hamilton Beach

WEB Section

ONLINE REGISTRATION

A WALKer in 2009, but not yet registered for 2010?	
1) Go to www.mswalks.ca	
2) Click on 	
3) Select : Past Participant? Login to register.	
4) Don't know your codes? Click on Forgot your username or password? and enter the e-mail address you used when you registered in previous years.	

PERSONAL WEB PAGE



With your own Web page you can:

- Begin fundraising before everyone else
- Use the Web to make it easier to obtain pledges
- Personalize your Web page and e-mail pledge requests to all your contacts worldwide
- Go public with your story: why and for whom you are fund-raising

Prize Structure

\$10,000 +

Holiday package at Au Pied du Mont Ste-Anne **or** possibility of choosing up to 10% of the amount pledged in gift certificates (available only in \$25 denomination)*

\$5,000 +

Digital camera **or** possibility of choosing up to 10% of the amount pledged in gift certificates (available only in \$25 denomination)*

\$3,000 +

Espresso Coffee Maker **or** possibility of choosing up to 10% of the amount pledged in gift certificates (available only in \$25 denomination)*

\$1,500 +

Possibility of choosing up to 10% of the amount pledged in gift certificates (available only in \$25 denomination)*

\$1,000 +

\$100 gift-card*
(SAQ or a choice from the list of the gift certificates)

\$750 to \$999.99

\$75 gift-card*
(SAQ or a choice from the list of the gift certificates)

\$500 to \$749.99

\$50 gift-card*

\$350 to \$499.99

\$30 gift-card*

\$200 to \$349.99 Exceed the Quebec average of \$208 per Walker!

\$15 gift-card*

\$125 and over

Official T-shirt (one per participant)

Prestige Clubs

- One per participant either the "\$500 + Club" or the "\$1,000 + Club". Participants that raised \$5,000 + can take both "\$1,000 + Club" and "\$5,000 + Club".
- To be eligible for prizes, all pledges must be received within one month after the event.
- The MS Society reserves the right to substitute prizes of equal or greater value.

\$5,000 + Club

Hand in \$5,000 or more in pledges and you will receive an exclusive "\$5,000 + Club" special pin that you can wear on your "\$1,000 + Club" jacket, in addition to the great prizes.*



\$1,000 + Club

Hand in \$1,000 or more in pledges and you will receive an exclusive "\$1,000 + Club" polyester jacket (women and men sizes available), in addition to the great prizes.*



\$500 + Club

Hand in \$500 or more in pledges and you will receive an exclusive "\$500 + Club" stainless steel mug and a reusable bag in addition to the great prizes.*

Choice of one gift certificate from the following :

- HBC
- Cage aux sports
- Centre du Rasoir
- Shell Canada

*Plus the official T-shirt (one per participant). Pledges for two participants or more cannot be added together.

Fundraising tips and tricks

* We will send a receipt for income tax purposes for all donations of \$20 or more.

To do this, the MS Society needs you to provide your donors' contact information on your pledge sheet.

1

Fundraise online. Register online and create your fundraising page.

2

Be committed. Make the first pledge yourself. People will recognize how serious you are.

3

Set a goal. Make it public. Many people will donate more if they know you're close to your goal.

4

Promote yourself. Make sure everyone you come into contact with knows about your commitment.

5

Educate donors and let them know about the previous year results.

6

Plan your ask. Take some time to prepare before asking for donations.

7

Ask anyone, ask everyone. Ask family and friends first. Ask clients, colleagues, suppliers, etc.

8

Get matching gifts. Contact your Human Resources department to find out if your company has one.

9

Host a fundraising event. Garage or bake sale, a penny drive, a BBQ, a golf tournament, jeans day at work, etc.

10

Thank your donors. Follow up with a letter/e-mail after your event to share highlights, pictures, etc.

Fusion — A tribute to the MS Elite



On Saturday, October 17, the first **Fusion, a Tribute to the MS Elite** was held, hosted by our partner Jocelyne Cazin. The event gathered together the top fund-raisers (people who raised \$5,000 or more) from throughout Quebec in support of the Quebec Division's various fundraising events.

Special thanks to the recipients of the MS Elite award:



- Luc Lacombe (MS Golf Challenge)
- Gilles Dionne (MS WALK and RONA MS BikeTour)
- Jean Ruest (MS Golf Challenge)
- Richard Lemire (RONA MS BikeTour)
- Ted Nehme (MS WALK)

- Jocelyne Cazin (MS Golf Challenge)
- Jacques Pronovost (MS WALK)
- Michèle Potvin (MS WALK)
- Jordan Topor (Breaking World records to end MS)
- Julia Keshen (Home Run for a Cure)

Fusion, first and foremost, is a common goal: the vision of a future without MS.
Fusion is a gathering of people who share their expertise and ideas.
Fusion is also a way to pay tribute to our top fundraisers and the ongoing effort and involvement of our most dedicated supporters.



Thank you to our Sponsors!

National sponsors



Chatelaine



Register Now!

WEB Site: www.mswalks.ca

or Fill out the registration form and send it by fax at: 514-849-8914

First Name:	Name:	
Address:		
City:	Postal code:	
Tel. Home:	Tel. Work:	
E-Mail:		
I authorize the MS Society to contact me by e-mail: (for information, guides and promotions)	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>

Create a TeamMS (1 Team Captain and 3 members minimum):

Team Name:		
You are a (select one option):	Team Captain <input type="checkbox"/>	Team member <input type="checkbox"/>
Team Type (select one option):	Friends and family <input type="checkbox"/>	Corporate <input type="checkbox"/>

Select the MS WALK of your choice:

<p>April 25, 2010</p> <input type="checkbox"/> Boisbriand (New Walk) <input type="checkbox"/> Chaudière-Appalaches <input type="checkbox"/> Deux-Montagnes (New Walk) <input type="checkbox"/> Drummondville <input type="checkbox"/> Eastern Montreal (New Walk) <input type="checkbox"/> Gatineau <input type="checkbox"/> Granby	<input type="checkbox"/> Laval <input type="checkbox"/> Montreal <input type="checkbox"/> Montreal West Island <input type="checkbox"/> Montérégie <input type="checkbox"/> Mont-Tremblant <input type="checkbox"/> Port-Cartier (New date) <input type="checkbox"/> Repentigny <input type="checkbox"/> Saint-Hyacinthe	<input type="checkbox"/> Saint-Jérôme <input type="checkbox"/> Sept-Îles (New date) <input type="checkbox"/> Trois-Rivières <p>June 6, 2010</p> <input type="checkbox"/> Alma <input type="checkbox"/> Baie-Comeau <input type="checkbox"/> Bas-Saint-Laurent (New Walk) <input type="checkbox"/> Saguenay (Chicoutimi)	<p>September 12, 2010</p> <input type="checkbox"/> Quebec <input type="checkbox"/> Sherbrooke <input type="checkbox"/> Sorel-Tracy
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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.