



MS WALK
EVERY STEP MATTERS.

Footnotes results

November 2008



Number of participants	6,188 WALKers
Number of TeamMS	481 Teams
Amount raised in 2008	\$1,378,616

For 15 years, the MS WALK has been dazzling growth and tremendous success because of our many WALKers, volunteers and sponsors.

Thank you!

April 26, 2009

Montreal West Island
Chaudière-Appalaches
Drummondville
Gatineau
Haute-Yamaska and Regions
Laval
Montérégie
Montreal
Mont-Tremblant
Repentigny
Saint-Hyacinthe
Saint-Jérôme
Thérèse-De Blainville/Lower-Laurentians
Trois-Rivières

June 7, 2009

Alma
Baie-Comeau
Chicoutimi
Sept-îles
Port-Cartier

Septembre 13, 2009

Quebec City
Sherbrooke
Sorel-Tracy

Promotions

- **Early registration**
Win one of 3 Fairmont packages.
- **TeamMS Weeks**
Register as a captain or a member of a TeamMS.
- **Blitz Weeks**
Meet the challenge: raise \$250 in one week!
- **Great gifts**
For WALKers
For Top fundraisers
For Top Teams

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Interesting Information about MS!

Sixty Years Closer to endMS!



- **1948**— Foundation of the MSSC in Montreal.
- **1954**— First MS clinic in Canada at the Montreal Neurological Institute.
- **1973**— Creation of the MS Scientific Research Foundation.
- **1975**— MS clinic opened at Notre-Dame Hospital in Montreal.
- **1976**— MS Carnation Campaign: the first national fund-raising event started in Laval.
- **1977**— The Neuro Rive-Sud MS clinic opened in Montérégie.
- **1978**— First MS Read-A-Thon in Canada.
- **1981**— First MRI images of the brain of a person with MS revolutionized MS diagnostic methods.
- **1989**— First MS Bike Tour in Canada.
- **1991**— First MS WALK in Canada.
- **1993**— The MS Scientific Research Foundation funded an extensive study of genetic susceptibility.
- **1995**— **Betaseron**, the first drug to slow MS progression, was approved by Health Canada for relapsing-remitting MS.
- **1996**— Quebec: the first province in Canada to have Betaseron reimbursed by the government.
 - The MSSC allocated a record \$2.5 million to research.
 - Canadian researchers discovered that MS susceptibility is related to genes, but is not hereditary.
- **1997**— The MS Scientific Research Foundation subsidized phase II of the study on genetic susceptibility to MS.
 - **Copaxone**, the second drug to slow MS progression, was approved by Health Canada for relapsing-remitting MS.
- **1998**— **Avonex**, the third drug to slow MS progression, was approved by Health Canada for relapsing-remitting MS.
 - **Rebif**, the fourth drug to slow MS progression, was approved by Health Canada for relapsing-remitting MS.
 - MS clinic opened in Quebec City (IRDPQ).
 - MS clinic opened in the Eastern Townships (CUSE).
- **1999**— First pediatric MS clinic in Canada opened at Sick Children's Hospital in Toronto.
- **2000**— Very promising study of bone marrow transplants, in Ottawa.
- **2003**— MS Global Dinner Party launched in Canada and elsewhere in the world.
- **2004**— The MS Scientific Research Foundation subsidized a \$4.3 million five-year study of Canadian children to identify MS triggers.
- **2005**— Phase II of a very promising clinical study of remyelination.
- **2006**— **Tysabri**, the fifth drug to slow MS progression, was approved by Health Canada for relapsing-remitting MS.
- **2007**— Canada had a network of 22 MS clinics, admired worldwide.
 - Researchers conducted a Canada-wide multifocal study and explored the possibility of using an acne drug to treat early MS.
 - The results of a pregnancy hormone study are hopeful for treatment of MS and other neurological disorders.
- **2008**— Full of hope, the MSSC is celebrating its 60th anniversary. More than ever, research is making tremendous strides to end MS!

Promotions

Early Registration

Register early: be one of the first to support our dreamS and benefit from our promotion. Register before the date of your WALK and you could win **one of 3 gifts cards worth \$500** at one of the **Fairmont Hotels in Quebec.**

Deadlines for promotions:

- For the 14 WALKs in April: **February 13, 2009**
- For the 5 WALKs in June: **March 20, 2009**
- For the 3 WALKs in September: **June, 19 2009**

*Registration online (www.mswalks.ca)
or by fax (1-877-387-7787)



TeamMS (Friends and Family Team or Corporate Team)

A TeamMS consists of a **Team Captain** and **at least 4 WALKers** who register and collect pledges individually.

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
- Join in a festive gathering
- Promote a healthy lifestyle in your group
- Take advantage of special prizes
- Give your organization visibility
- Strengthen ties between coworkers



**63% of WALKers walk as a Team!
Why Not Try It!**

TeamMS Captains' Week

- For April's WALK: **January 19 to 23, 2009**
- For June's WALK: **February 23 to 27, 2009**
- For September's WALK: **May 25 to 29, 2009**

All captains who register during the week corresponding to your WALK will have the chance to win an **\$100 Sports Experts gift card***.

* One gift per week.

TeamMS Week

- For April's WALK: **February 9 to 13, 2009**
- For June's WALK: **March 16 to 20, 2009**
- For September's WALK: **June 15 to 19, 2009**

Every WALKer who joins a TeamMS (minimum of **4 WALKers**) by registering during the week corresponding to your WALK will have the chance to win an **\$100 gift card**, courtesy of **Centre du Rasoir***.

In addition, the **TeamMS** that signs up the most members will win an **\$100 gift card**, courtesy of **La Cage aux Sports**. It's a great opportunity to get together to motivate the troops!

2008 Results

APRIL'S MS WALK

Montreal West Island	331 WALKers	\$171,871
Chaudière-Appalaches	145 WALKers	\$29,849
Drummondville	308 WALKers	\$28,132
Gatineau	368 WALKers	\$84,908
Haute-Yamaska and Regions	145 WALKers	\$31,741
Laval	649 WALKers	\$113,011
Montréalégie	554 WALKers	\$96,484
Mont-Tremblant	167 WALKers	\$21,749
Montreal	886 WALKers	\$240,908
Repentigny	314 WALKers	\$74,955
Saint-Hyacinthe	185 WALKers	\$32,533
Saint-Jérôme	207 WALKers	\$32,782
Thérèse-De Blainville/Lower-Laurentians	256 WALKers	\$31,233
Trois-Rivières	520 WALKers	\$73,565

JUNE'S MS WALK

Alma	135 WALKers	\$70,782
Baie-Comeau	80 WALKers	\$16,025
Chicoutimi	96 WALKers	\$32,929
Port-Cartier	33 WALKers	\$3,259
Sept-Îles	90 WALKers	\$16,399

SEPTEMBER'S MS WALK

Quebec City	403 WALKers	\$103,503
Sherbrooke	115 WALKers	\$31,810
Sorel-Tracy	201 WALKers	\$40,289



THANK YOU FOR WALKING WITH US TOWARDS A CURE. WE ARE ONLY A FEW STEPS AWAY!

Sébastien Benoit—Spokesperson

2008 Champions

TOP FUNDRAISERS

Alma	Josée Sheehy	\$20,000
Baie-Comeau	Caroline Otis	\$1,252
Montreal West Island	Danny Baum	\$14,844
Chicoutimi	Michèle Potvin	\$10,272
Drummondville	Denis Chamberland	\$4,200
Chaudière-Appalaches	Julie Desrosiers	\$6,460
Gatineau	Suzanne Mignault	\$6,210
Haute-Yamaska and Regions	Ginette Beaulieu	\$3,498
Laval	France Leblanc	\$21,501
Montréalégie	Caroline Monast	\$5,077
Mont-Tremblant	Élisabeth Lauzon	\$3,055
Montreal	Andrea Lucifero	\$6,718
Port-Cartier	Jacques Cormier	\$1,020
Quebec City	Patricia Cluzeau	\$6,525
Repentigny	Yves Mercure	\$9,370
Saint-Hyacinthe	Nadine Maheu	\$4,016
Saint-Jérôme	Marie-France Thibault	\$2,605
Sept-Îles	Pierrette Lévesque	\$1,976
Sorel-Tracy	Yves Charland	\$2,161
Sherbrooke	Élise Ferland	\$3,164
Thérèse-De Blainville/Lower-Laurentians	Guy Léveillé	\$2,565
Trois-Rivières	Jacques Pronovost	\$7,510



DANNY BAUM – MONTREAL WEST ISLAND



FRANCE LEBLANC, TEAM CAPTAIN OF « LES SPIDERS » – LAVAL

Win a coffeemaker worth \$100, courtesy of Hamilton Beach



LES JOYEUX MARCHEURS—
ALMA



LES SPIDERS—
LAVAL



WEST ISLAND ROADRUNNERS—
MONTREAL WEST ISLAND



FAMILLE CARMEL LEFEBVRE—
MONTREAL

TOP FUNDRAISING TEAMS

Alma	Les Joyeux Marcheurs	\$25,958
Baie-Comeau	Les Marcheurs Croissants	\$2,062
Montreal West Island	Tsatselz	\$25,225
Chicoutimi	Chevaliers de Colomb	\$2,113
Drummondville	Moral d'acier	\$2,499
Chaudière-Appalaches	Les Gladiateurs	\$4,264
Gatineau	Les amis d'Hélène	\$5,288
Haute-Yamaska and Regions	Les Papillons	\$8,176
Laval	Les Spiders	\$38,791
Montérégie	Les p'tits anges de Sylvie	\$11,909
Mont-Tremblant	Les étoiles filantes	\$3,130
Montreal	Franfreluches viriles	\$14,755
Port-Cartier	Provincial Air Lines	\$207
Quebec City	Ge Marche	\$10,065
Repentigny	Les Crochus	\$26,677
Saint-Hyacinthe	Lumière d'eSPoir	\$5,140
Saint-Jérôme	La gang à Karo tadam!!!	\$3,808
Sept-Îles	Intergénération	\$4,643
Sorel-Tracy	Socomec	\$7,615
Sherbrooke	Famille Ferland	\$9,382
Thérèse-De Blainville/Lower-Laurentians	The Jolly Walkers	\$2,265
Trois-Rivières	Bell-Horizon	\$7,273

Win a pair of running shoes courtesy of Ecco Performance.

TOP RECRUITMENT TEAMS

Alma	La Spéciale	25 members
Baie-Comeau	Les Marcheurs Croissants	9 members
Montreal West Island	Myéline	43 members
Chicoutimi	Kiss du chef	11 members
Drummondville	Moral d'acier	27 members
Chaudière-Appalaches	Les Gladiateurs	48 members
Gatineau	Les amis d'Hélène	24 members
Haute-Yamaska and Regions	Les Papillons	26 members
Laval	Les Dynamiques	47 members
Montérégie	Les p'tits anges de Sylvie	150 members
Mont-Tremblant	Les amies de Domino	17 members
Montreal	Famille Carmel Lefebvre	79 members
Port-Cartier	Provincial Air Lines	6 members
Quebec City	SEP PORTNEUF	26 members
Repentigny	Villeneuve	36 members
Saint-Hyacinthe	Lumière d'eSPoir	19 members
Saint-Jérôme	Coco fan club	23 members
Sept-Îles	Les sous noirs	8 members
Sorel-Tracy	Socomec	28 members
Sherbrooke	Famille Ferland/Les Mol-dus	11 members
Thérèse-De Blainville/Lower-Laurentians	Les papillons bleus	18 members
Trois-Rivières	Bell-Horizon	42 members


Win a \$80 gift card from Rôtisseries St-Hubert.

WEB Section

ONLINE REGISTRATION SITE

BLITZ WEEKS

A WALKer in 2008, but not yet registered for 2009?

- 1) Go to www.mswalks.ca.
- 2) Click on 
- 3) Select: **Have you participated before? 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.

The two Blitz Weeks are weeks when you will be encouraged to collect pledges online for a minimum of \$250 in the time span of a week.

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.

Prize Structure

\$10,000 +

Video camera **or** option to choose up to 10% of the amount gathered in the other prize categories, depending on the value of each category*

\$5,000 +

\$500 gift-card applicable in one of the Fairmont Hotels only in the province of Quebec **or** option to choose up to 10% of the amount gathered in the other prize categories, depending on the value of each category*

\$3,000 +

iPod nano-chromatic **or** option to choose up to 10% of the amount gathered in the other prize categories, depending on the value of each category*

\$1,500 +

Option to choose up to 10% of the amount gathered in the other prize categories, depending on the value of each category*

\$1,000 to \$1,499.99

\$100 SAQ gift-card
or \$100 RONA gift-card*

\$750 to \$999.99

\$75 SAQ gift-card
or \$75 gift-card from The Baie and Zellers*

\$500 to \$749.99

\$50 gift-card courtesy of the Centre du Rasoir
or \$ 50 gift-card courtesy of La Cage aux Sports*

\$400 to \$499.99

\$40 Shell Canada gift-card
or \$40 Rôtisseries St-Hubert gift-card*

\$300 to \$399.99

\$30 Cineplex gift-card
or \$30 gift-card courtesy of La Cage aux Sports*

\$150 to \$299.99

\$15 Subway gift-card*

\$125 and over

Official T-shirt (one per participant)

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

Prestige Clubs

“\$500 + Club”



Hand in \$500 or more in pledges before or on the day of the event and you will receive an exclusive “\$500 + Club” **sport's watch** (women and men sizes available), in addition to the great prizes.*

“\$1,000 + Club”



Hand in \$1,000 or more in pledges before or on the day of the event and you will receive an exclusive “\$1,000 + Club” red fleece vest (women and men sizes available), in addition to the great prizes.*

*One per participant either the “\$500 + Club” or the “\$1,000 + Club”.

Pledges for two participants cannot be added together.

Important

- Prizes will be awarded on the basis of pledges submitted by each participant, not the team total.
- To be eligible for prizes, all pledges must be received within one month after the event.
- The MSSC reserves the right to substitute prizes of equal or greater value.

Fundraising tips and tricks...

* We will send a receipt for income tax purposes to all sponsors who donate \$20 or more.

To do this, the MS Society needs you to provide your donors' contact information on your pledges 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. You can find more details a <http://www.mssociety.ca/en/information/faq.htm>

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, etc.

10

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

En route to the 15th!

2009 will be an opportunity to get together and celebrate the 15th anniversary of the MS WALK in Quebec.

In 15 years, the MS WALK has been meteoric growth and is now held in 22 cities across Quebec.

In 15 years, over 56,000 WALKers have raised over \$8.5 million.

In 15 years, 5 new drugs have been invented (Betaseron, Copaxone, Avonex, Rebif and Tysabri) to slow the progression of MS.

In 15 years, WALKers, volunteers and sponsors have supported us in our mission to end MS one day.

Their support should be acknowledged!

Join us in 2009

To celebrate the considerable contribution from their commitment!



Thank you for WALKing every year...

It is by keeping on the move that we get ahead and will end MS!



2008 MS WALK Registration Form**Sign up!**

NAME

ADDRESS

CITY

POSTAL CODE

TEL. HOME

TEL. WORK

E-MAIL

I authorize the MS Society to contact me by e-mail:

 Yes No

EMPLOYER'S NAME

MY GOAL IS TO RAISED:

 \$20 to \$99 \$1,000 to \$4,999 \$100 to \$499 \$5,000 or more \$500 to \$999 \$10,000 or more**Sign up a friend!**

NAME

ADDRESS

CITY

POSTAL CODE

TEL. HOME

TEL. WORK

E-MAIL

I authorize the MS Society to contact me by e-mail:

 Yes No

EMPLOYER'S NAME

I will be a part of a TeamMS!

TEAM NAME

TEAM CAPTAIN

 Corporate team Friend and family team**Select the MS WALK of your choice:****April 26, 2009**

- MONTREAL WEST ISLAND
- CHAUDIÈRE-APPALACHES
- DRUMMONDVILLE
- GATINEAU
- GRANBY

- LAVAL
- MONTRÉGIE
- MONTREAL
- MONT-TREMBLANT

- REPENTIGNY
- SAINT-HYACINTHE
- SAINT-JÉRÔME
- THÉRÈSE-DE BLAINVILLE/LOWER-LAURENTIANS
- TROIS-RIVIÈRES

June 7, 2009

- ALMA
- BAIE-COMEAU

- CHICOUTIM
- SEPT-ÎLES

- PORT-CARTIER

September 13, 2009

- QUEBEC CITY

- SHERBROOKE

- SOREL-TRACY

Register now:

- Online: www.mswalks.ca
- By mail: 550 Sherbrooke Street West, East Tower, Suite 1010, Montreal, QC, H3A 1B9
- By Fax: 514-849-8914 ou 1-877-387-7767 (toll free)
- Contact your local chapter

*For more information: 514-849-7591 or 1-800-268-7582 (toll free)