

The Super Cities WALK for  
MS 2007

**April 29<sup>th</sup>, 2007**

MONTREAL WEST ISLAND  
CHAUDIÈRE-APPALACHES  
DRUMMONDVILLE  
GATINEAU  
HAUTE-YAMASKA et RÉGIONS  
LAVAL  
MONT-TREMBLANT  
MONTÉRÉGIE  
MONTREAL  
REPENTIGNY  
SAINT-HYACINTHE  
SAINT-JÉRÔME  
THÉRÈSE-DE BLAINVILLE/  
LOWER-LAURENTIANS  
TROIS-RIVIÈRES

**June 3<sup>th</sup>, 2007**

ALMA  
BAIE-COMEAU  
CHICOUTIMI  
PORT-CARTIER  
SEPT-ÎLES

**September 9<sup>th</sup>, 2007**

QUEBEC  
SHERBROOKE  
SOREL-TRACY



**HURRAY FOR RED!**

In 2007, we encourage you to wear something red for your Super Cities WALK for MS to show your determination to wipe out MS as soon as possible!

Here are a few ideas for red items: socks, a hat, a necklace, hair accessories, a ribbon, nail polish, makeup, a sweater, pants, shoes, a scarf, etc. Let your imagination run wild!

And don't forget to invite a friend to come out and walk with you and take the opportunity to make up a team with your family, neighbours, friends and colleagues.

**Pledge envelope:**

With this number, you will receive a pledge envelope.

- ◆ Put your pledge forms and any money or cheques you get into the envelope.
- ◆ Complete numbers 1, 2 and 3 and **DO NOT CLOSE** the envelope.
- ◆ Bring it with you to preregistration or on the day of the Super Cities WALK for MS.
- ◆ Give it to the person in charge at the registration table.

**VERY IMPORTANT: One envelope per WALKer**

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**Preregistration:**

To avoid line-ups on the day of the WALK, why not preregister?

- ◆ If you have registered by mail, phone or fax, you will find the information on the orange paper that was sent to you with your WALKer's handbook and pledge forms.
- ◆ If you registered by Internet, you will find the information on our website at the following address:

<http://www.scleroseenplaques.ca/qc/marchevilleEn.htm>

## A few tips on how to get more pledges:

- ◆ Follow up with the people who promised you donations.
- ◆ Check with your company to find out whether it offers a matching gifts program.

Ask your human resources department whether your company can match the contributions raised for charitable organizations. If so, complete the form provided for this purpose and send it to the Multiple Sclerosis Society of Canada, Quebec Division. This easy step will allow you to double your individual pledges and your team's total.

Encourage your donors to ask their employers to match the pledge they have given you. Many people are unaware of the existence of such a policy.

If a company hasn't adopted this policy, ask it to make a donation to the Multiple Sclerosis Society of Canada. Do it today! Often it's a case of first come, first served. Emphasize that this contribution will enhance the company's image.

- ◆ Remain positive!

## RESULTS OF 2007 PROMOTIONAL CAMPAIGNS

### ◆ TEAMMS CAPTAINS WEEK

We are pleased to announce that the winner of the draw for a \$50 gift certificate from La Cage aux Sports plus a \$30 gift certificate from Cineplex Odeon is **Nadine Maheu of the St-Hyacinthe Super Cities WALK for MS**. Ms. Maheu registered as the captain of the team called **Les Étoiles Enchantées** on January 24, 2007. Congratulations, Ms. Maheu, and all the best to you and your team for the 2007 Super Cities WALK for MS!

We would also like to thank and congratulate the 83 other TeamMS Captains who registered during the week that was specially dedicated to their recruitment. All of them earned an MS pen and a block of Post-It notes with the MS logo.

### ◆ TEAMMS WEEK

We are happy to announce that the team that signed up the most WALKers during this week was **Les p'tits anges** de Sylvie from the Montérégie Super Cities WALK for MS, with 68 people. This team has won \$200 from La Cage aux Sports for a get-together!

In addition, the following people won picnic backpacks:

- ◆ Pierre Guay, Équipe à Bazile, Montreal WALK
- ◆ Anne Lalande, Las Esperanzas, Trois-Rivières WALK
- ◆ Claude Gauthier, Carrefour Chevrolet, Baie-Comeau WALK
- ◆ Manon Crevier, Les p'tits anges de Sylvie, Montérégie WALK

We would also like to thank the 355 other TeamMS members who signed up during this week, which was specially dedicated to their recruitment.

### ◆ BLITZ DAYS

We are pleased to announce the names of the people who won superb coffee-makers from Hamilton Beach/Proctor-Silex for the promotion on February 28, 2007:

- ◆ David McDowell, West Island WALK
- ◆ Carole Fortin, Montérégie WALK

We would also like to congratulate the other 14 people who tried to meet the challenge of raising \$250 in 24 hours.

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## RESEARCH...

Over the last decade, research has advanced faster than ever before. And that's a good thing because, thanks to the extraordinary progress that has been made, more and more young researchers are becoming interested in MS. Some go so far as to say that we can expect some major discoveries in the next 10 to 20 years.

Every day, no fewer than seven articles concerning the results of research into multiple sclerosis are published in scientific journals, for a total of 2,000 per year. More than 140 new treatments for MS are currently being studied around the world.

While the researchers are at work, Canadians who have this disease are trying to find ways to live with it as well as possible every day.

**Thanks to all of you for your support!**