

Footnotes results – November 2007

www.supercitieswalk.com

Our sincere thanks!

The 2007 edition of the Super Cities WALK for MS was another huge success, thanks to your involvement, dedication and efforts. Because you become personally involved, we are all working together to stop MS. Many thanks to all of our WALKers, donors, volunteers, and national, provincial and local sponsors.

Numbers of participants	6,926
Number of TeamMS	515
Amount raised in 2007	\$1,312,630

Across Canada, more than **69,942 WALKers*** took part in one of the 159 Super Cities WALKS for MS, raising a total of **\$12,8M***.

Walk to STOP MS in 2008!

2008 Super Cities WALK for MS

April 27, 2008:

Montreal West Island
Drummondville
Gatineau
Laval
Montréal
Montreal
Repentigny
Saint-Hyacinthe
Saint-Jérôme
Trois-Rivières
Thérèse-De Blainville/
Basses-Laurentides
Chaudière-Appalaches
Haute-Yamaska and region
Mont-Tremblant

June 1, 2008:

Alma
Baie-Comeau
Chicoutimi
Sept-Îles
Port-Cartier

September 14, 2008:

Quebec City
Sherbrooke
Sorel-Tracy

Promotions

- Early registration
Get your letter-opener
- TeamMS Week
- Blitz Weeks
- Great gifts:
For WALKers
- Great gifts:
For champions
and champions teams

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If you walked in 2007, you still need to sign up again for 2008 !

Interesting Information about MS!

- From 1 out of 500 to 1 out of 1,000 people in Quebec have the disease.
- It is the most widespread central nervous system disease affecting young adults in Canada.
- In general, it affects people aged 15 to 40, and 3 times as many women as men.
- Symptoms are unpredictable and their evolution varies from one person to the next.
- 4 forms of SP: relapsing-remitting (with attacks and remissions), secondary-progressive (constant deterioration after the relapsing-remitting phase), primary-progressive (constant deterioration from the onset, generally without remissions) and progressive-relapsing (acute attacks from the onset, then gradual deterioration).



In 2007, the MS Society approved over **5.5 million** in funding for new and renewed grants and personal awards, to be paid over the next 3 years.

Advances in research

A two-year study, carried out by researchers at the University of Calgary and partially financed by the MSSC, has shown that a pregnancy hormone favours the spontaneous regeneration of myelin, the protective sheath covering nerve cells, which is attacked by multiple sclerosis.

Now in its first phase of study, an experimental vaccine is said to have beneficial effects on the immune system and brain of people with MS.

www.mssociety.ca/en/research/researchlibrary.htm
www.mssociety.ca/en/treatments/default.htm

Personal Story

This year, I again signed up for the **Super Cities WALK for MS**. It's my cause nowadays — my annual objective. This walk is important for me, since in 2003 I received my diagnosis. I was already familiar with this disease, since I'm not the only one in my family to have it. My sister-in-law was the first to get the news. Then it was my mother. Another shock! And some of our friends in our small town also have to battle with this degenerative disease.

Every year since 2000, members of my family have accompanied me on the WALK. This year, though, my husband had to work that day because he had a new job, while my son had other obligations. But I still signed up for the Super Cities WALK for MS in Montreal. I mapped out a 5-km route in the neighbouring streets and, for a month beforehand, I went for walks four times a week in order to "practise."

Surprise! On the morning of the WALK, it turned out that my husband was able to get away and he even brought along a colleague from work. Monique had a broken toe and so she wasn't able to complete the route, but my husband and I did the whole 10 km in an



hour and 45 minutes, despite the rain. It was really worth it to walk for this cause: **I walked for my sister-in-law who has already passed away (1998), for my mother, who hasn't been able to walk for several years, and for my father, who looks after my mother by himself 24 hours a day.** I walked for all the other people like us who hope to find a cure one day.

My fundraising went so well this year that I beat my personal record. Moreover, several of my co-workers have promised me that next year they'll walk with me. Wow! It'll be even more fun.

Thanks to everyone who raised money and who walked for the cause, and thanks to all the researchers who are working so hard to find the solution to this disease, which affects more people than you might think.

Thank you! Guylaine L'Écuyer from Napierville, who will be walking again in 2008!

Promotions

Early Registration

Register early: be one of the first to support our dreamS and benefit from our promotion!

Sign up now and you will receive a letter-opener from the Super Cities WALK for MS.



Deadlines for promotions:

- For the 14 WALKS in April: **February 3, 2008**
- For the 5 WALKS in June: **March 9, 2008**
- For the 3 WALKS in September: **June 15, 2008**

* Registration online (www.supercitieswalk.com), by phone (1-800-268-7582) or by fax (1-877-387-7787)

TeamMS

TeamMS captains' Week

- For April's WALK: **January 21 to 25, 2008**
- For June's WALK: **February 25 to 29, 2008**
- For September's WALK : **May 26 to 30, 2008**
- All captains who **register during the week corresponding to your WALK** will have the chance to win an \$80 Rôtisseries St-Hubert gift certificate*.
- In addition, every TeamMS captains will receive a **cap** in the MSSC colours on the day of the WALK!

* one gift per week

TeamMS Week

- For April's WALK: **February 11 to 15, 2008**
- For June's WALK: **March 17 to 21, 2008**
- For September's WALK: **June 16 to 20, 2008**
- Every WALKer who joins a TeamMS (minimum of 4 WALKers) by registering during the week corresponding to your WALK will have a chance to win a picnic backpack*.
- In addition, the team that signs up the most members will win an \$100 La Cage aux Sports gift certificate. It's a great opportunity to get together to motivate the troops!

In 2007, out of 6,926 total WALKers, **4,237 WALKers**, or **61%** of all WALKers, were part of a team!

You can do it too: come up with a name, appoint a captain and make up a **TeamMS** of **at least 4 WALKers** who sign up and raise pledges individually.

- Talk about it to your friends, family, neighbours, co-workers, etc.
- Ask for support from your boss and invite colleagues to join you
- Distribute the flyer and put up posters
- Publish an article in your in-house newsletter or send an internal e-mail
- Organize a meeting with an MSSC representative
- Ask the people who join you to recruit more people

A **TeamMS forms bonds** between colleagues and friends! It's more fun to walk in a group, it's motivating to collect pledges, and a corporate team can increase a company's visibility. In addition, there will be **special prizes** only for TeamMS!

2007 RESULTS*

Alma	98 WALKers	\$38,266
Baie-Comeau	118	\$15,210
Montreal West Island	339	\$170,583
Chicoutimi	112	\$39,300
Drummondville	315	\$32,806
Chaudière-Appalaches	246	\$33,002
Gatineau	446	\$103,219
Haute-Yamaska and region	156	\$21,079
Laval	598	\$88,002
Montréal	556	\$90,335
Mont-Tremblant	130	\$9,937
Montreal	1 089	\$248,149
Port-Cartier	63	\$4,949
Quebec City	389	\$90,890
Repentigny	352	\$72,057
Saint-Hyacinthe	240	\$23,130
Saint-Jérôme	110	\$19,206
Sept-Îles	127	\$18,919
Sorel-Tracy	221	\$42,558
Sherbrooke	143	\$17,279
Thérèse-De Blainville/ Basses-Laurentides	524	\$60,784
Trois-Rivières	554	\$72,970

**The
13,000 to
18,000
Quebecers
with MS
thank you!**



*As at November 7, 2008

Top Fundraisers

(April and June WALKS, as at August 31, and September WALKS as at October 31, 2007)

Alma	Pierre-Yves Boivin	\$5,713
Baie-Comeau	Élizabeth Côté	\$1,675
Montreal West Island	Danny Baum	\$20,230
Chicoutimi	Michèle Potvin	\$6,500
Drummondville	Céline Trottier	\$8,471
Chaudière-Appalaches	Denise Boisvert	\$4,027
Gatineau	Suzanne Mignault	\$5,009
Haute-Yamaska and region	Louise Perron	\$2,445
Laval	Lorraine Jarry	\$3,011
Montréal	Annik Lefebvre	\$6,894
Mont-Tremblant	Claude Albert	\$1,850
Montreal	Paul Labrecque	\$7,219
Port-Cartier	Jacques Cormier	\$1,246
Quebec City	Patricia Cluzeau	\$6,050
Repentigny	Yves Mercure	\$7,370
Saint-Hyacinthe	Nadine Maheu	\$4,292
Saint-Jérôme*	Maryse Gervais	\$1,950
Sept-Îles	Léna Simard	\$4,158
Sorel-Tracy	Sylvain Payette	\$4,240
Sherbrooke	Jean-Marc Beaudoin	\$1,535
Thérèse-De Blainville/ Basses-Laurentides	Micheline Toupin	\$2,515
Trois-Rivières	Mylène Bruneau	\$5,600

Win a pair of running shoes courtesy of Ecco Performance



Special thanks to Danny Baum who came in 7th place among the top fundraisers in Canada.

* Special thanks to Claudine Nuckle of Saint-Jérôme's WALK, who raised \$2,815 after the deadline.

Top Fundraising Teams (April and June WALKS, as at August 31, and September WALKS as at October 31, 2007)



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

Alma	Nourrir l'eSPoir	\$6,495
Baie-Comeau	Carrefour Chevrolet	\$2,811
Montreal West Island	Tsatselz	\$21,266
Chicoutimi	Les Recrus	\$3,809
Drummondville	Foresbec	\$3,276
Chaudière-Appalaches	Les Gladiateurs	\$4,318
Gatineau	Les amis d'Hélène	\$11,559
Haute-Yamaska and region	Les Papillons	\$3,467
Laval	Les Labo-rieuses	\$14,474
Montréal	Les petits anges de Sylvie	\$14,628
Mont-Tremblant	Team Roussin	\$1,457
Montreal	Franfreluches viriles	\$11,807
Port-Cartier	CPE Touchatouille	\$593
Quebec City	PricewaterhouseCoopers	\$8,280
Repentigny	Les Crochus	\$19,375
Saint-Hyacinthe	Les Étoiles Enchantées	\$5,074
Saint-Jérôme	Les Amis de Maryse	\$3,821
Sept-Îles	La Grande Famille	\$2,055
Sorel-Tracy	Socomec	\$6,575
Sherbrooke	Les Pas à Pas	\$2,627
Thérèse-De Blainville/ Basses-Laurentides	Les Hamsters contre-attaquent	\$4,576
Trois-Rivières	Milou	\$8,085

Top Recruitment Teams (April and June WALKS, as at August 31, and September WALKS as at October 31, 2007)



Win a picnic backpack

Alma	Joyeux Marcheurs	22 members
Baie-Comeau	Carrefour Chevrolet	32 members
Montreal West Island	Myéline	53 members
Chicoutimi	Les Tortues	10 members
Drummondville	Moral d'acier	58 members
Chaudière-Appalaches	Les Gladiateurs	99 members
Gatineau	Les amis d'Hélène	58 members
Haute-Yamaska and region	Les Papillons	22 members
Laval	Les Dynamiques	55 members
Montréal	Les ptits anges de Sylvie	122 members
Mont-Tremblant	Les Dynamiques	36 members
Montreal	Famille Carmel Lefebvre	57 members
Port-Cartier	École Mère Youville	11 members
Quebec City	Cluzeau	7 members
Repentigny	Villeneuve	23 members
Saint-Hyacinthe	Les Merles Joyeux	41 members
Saint-Jérôme	Les 2 D	23 members
Sept-Îles	Pharmaprix	10 members
Sorel-Tracy	Socomec	25 members
Sherbrooke	Moldus	6 members
Thérèse-De Blainville/ Basses-Laurentides	L'équipe à Kathou	34 members
Trois-Rivières	Las Esperanzas	77 members

WEB Section**Blitz Weeks****Online Registration Site**

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

We will have a draw for 6 coffeemakers worth \$100, courtesy of Hamilton Beach, for the people who meet this goal.

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.

Great Prizes**\$10,000 +**

A Lap Top or privilege of choosing gifts from other categories totalling 10% of the amount raised*

\$5,000 +

\$500 gift-card applicable in one of the Fairmont Hotels only in the province of Quebec or privilege of choosing gifts from other categories totalling 10% of the amount raised*

\$3,000 +

Portable DVD player or privilege of choosing gifts from other categories totalling 10% of the amount raised*

\$1,500 +

Privilege of choosing gifts from other categories totalling 10% of the amount raised*

\$1,000 to \$1,499.99

\$100 SAQ gift-card
or \$100 Rona gift certificate*

\$750 to \$999.99

\$75 SAQ gift-card
or \$75 Sports Experts gift-card*

\$500 to \$749.99

\$50 Rôtisseries St-Hubert gift certificate
or \$50 gift-card from The Bay and Zellers*

\$400 to \$499.99

\$40 gift certificate courtesy of the Centre du Rasoir
or \$40 gift certificate courtesy of La Cage aux Sports*

\$300 to \$399.99

\$30 Cineplex gift certificate
or \$30 Subway gift-card*

\$150 to \$299.99

\$15 Subway gift-card*

\$100 and over

Official T-shirt (one per participant)

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

Did you **participate in the past** but you **haven't yet signed up for the 2008 edition?**

Go to www.supercitieswalk.com.

If you already have an account, go directly to the **"Login to your account"** tab and enter the necessary information. If you don't know your codes, select "Forgot your login name or password?" and enter your e-mail address. Your access codes will be mailed to you at that address. If an error message appears, contact us and we will be happy to give you your access codes.



Already registered? At the same address, login with your access codes and create your own Web page!

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" 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" 3 season black coat (women and men sizes available), in addition to the great prizes.

*One per participant; 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 the 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.

1

Be **optimistic** and **convinced**. If you're convinced, you'll be convincing!

2

Start **early** and set **goals**. The average per WALKer in Quebec is \$189.

3

Draw up a **list of potential sponsors**. Don't forget to follow up with them afterwards.

4

Opt for **personalized contact**: in person, by phone or by e-mail.

5

Build a **pyramid**. Ask each person who joins you to recruit 3 others.

6

Organize a **fundraising activity** (jeans day at the office, carwash, spaghetti dinner, etc.).

7

Ask for **small pledges** (\$0.10 per metre walked works out to \$500 for 5 km!).

8

Show your **commitment** by becoming your own first sponsor.

• Ensemble.stopSP—Our commitment to the MSSC! •

This campaign encourages Quebec Division employees and board members to contribute financially to the MSSC's mission. We achieved our goal in 2007: a **100% participation rate!**

\$500 in only 9 days!

Day 1: Sponsor yourself for \$25

Day 2: Ask for \$25 from 2 of your relatives

Day 3: Ask for \$20 from 5 of your friends

Day 4: Ask for \$10 from 5 of your co-workers

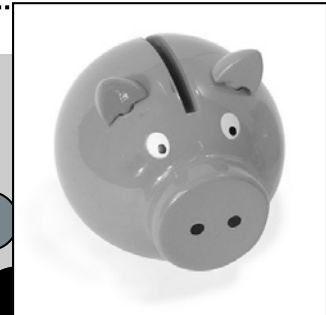
Day 5: Ask for \$10 from 5 of your neighbours

Day 6: Ask for \$10 from 5 members of an organization you belong to

Day 7: Ask your employer for \$25 or find out whether it has a matching gift program

Day 8: Ask for \$20 from 5 owners of stores you often patronize

Day 9: Ask for \$25 from 2 people whose services you use (doctor, dentist, hairdresser, garage owner, etc.)



Sign me up!

NAME

ADDRESS

CITY

POSTAL CODE

TEL. HOME

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

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 Super city WALK of your choice:****Avril 27, 2008**

- MONTREAL WEST ISLAND
- CHAUDIÈRE-APPALACHES
- DRUMMONDVILLE
- GATINEAU
- HAUTE-YAMASKA AND REGION

- LAVAL
- MONTRÉGIE
- MONTREAL
- MONT-TREMBLANT
- PORT-CARTIER

- REPENTIGNY
- SAINT-HYACINTHE
- SAINT-JÉRÔME
- THÉRÈSE-DE BLAINVILLE/BASSES-LAURENTIDES
- TROIS-RIVIÈRES

June 1, 2008

- ALMA
- BAIE-COMEAU

- CHICOUTIMI
- SEPT-ÎLES

September 14, 2008

- QUEBEC CITY

- SHERBROOKE

- SOREL-TRACY

Register now:

- By post: 550 Sherbrooke Street West, East Tower, Suite 1010, Montreal, QC H3A 1B9
- By Fax: 514-849-8914 or 1-877-387-7767 (toll free)
- Online: www.supercitieswalk.com
- Contact your local chapter
- *For more information: 514-849-7591 or 1-800-268-7582 (toll free)