

JOIN THE MOVEMENT[®]

MS STOPS PEOPLE FROM MOVING. WE EXIST TO MAKE SURE IT DOESN'T.

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

The National MS Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move their lives forward. The Society is dedicated to achieving a world free of MS.

MS facts

- MS affects 2.1 million people worldwide.
- The average annual cost of living with MS exceeds \$57,000 per person with lifetime costs of more than \$3.7 million.
- Most people with MS are diagnosed between the ages of 20 and 50.
- More than twice as many women than men have MS.



MS NOW

An MS Research Revolution

OUR VISION: A world free of multiple sclerosis

OUR RESEARCH FUNDRAISING GOAL: We will raise \$250 million for MS research by the end of 2015.

OUR RESEARCH GOAL: We are a driving force of MS research and treatment.



STOP: We must stop all disease activity and prevent further progression for people already living with MS.



RESTORE: We must restore all function that has been lost to nervous system damage from MS.



END: We must work to completely eradicate MS and prevent it from ever occurring in the future.

Moving employees to be well at work — a collaborative approach between a healthy lifestyle and community involvement

The National Multiple Sclerosis Society, Upper Midwest Chapter workplace wellness program encourages habits and behavior conducive to better mental and physical health of your employees and their families. Becoming involved in our events is a great way to encourage and support wellness throughout your company.



Teamwork and team building

Training and fundraising together helps foster and strengthen relationships, resulting in better teamwork and morale in the workplace.

Corporate pride and employee retention

Contributing to a good cause and taking an active role in the community instills company pride in your employees. After working together to meet goals and seeing the success they achieve as a team, they'll look forward to building on that success year after year.

Creating a health conscious work environment

Training for and participating in a Society event provides your employees with a challenging and life-changing athletic goal. Events help participants get in shape and learn healthy habits, which translates to a more effective work force and health care savings.

Ways to join

Form a Bike MS or Walk MS team

Teaming up is a fun and easy way to support a great cause while nurturing camaraderie among your co-workers, friends and family. Teams are made up of four or more members who agree to raise donations for the event. You appoint a captain and pick a name, and we'll help you every step of the way.



Volunteer

We are always looking for corporate groups who can give their time and talents to help us reach our goals. Whether it's volunteering a day in the office or accepting a leadership role at a rest stop or other event site, we have a variety of projects that work for any group size.



Sponsor an event or program

By sponsoring an event with a donation, you help us keep our expenses low so more money raised goes to support our mission. In return, you'll be prominently promoted throughout the chapter as an official corporate partner. Participants support the National MS Society and want to spend their money with businesses that do as well.



Ways to sponsor an event or program

- Provide a cash donation to underwrite the expenses of the event.
- Provide an in-kind product, such as supplies, vehicles, printing or media time; or an in-kind service, such as bank tellers to count donations after an event or video-conferencing for the chapter. Whatever your business does, we most likely have a place for you at a program or event.

Why become a corporate partner?

Partnering with the National MS Society, Upper Midwest Chapter is not only a good community investment, it's also a good business investment. By becoming a corporate sponsor of a Society special event, you:

- align yourself with a well respected 501(c)(3) organization with a broad base of devoted constituents;
- create awareness about your corporate identity while portraying a positive image to your current stakeholders;
- provide a great opportunity for employee involvement; and
- receive year-round promotion for your company and product.

Don't just ride, Bike MS.

BIKE MS: C.H. ROBINSON WORLDWIDE MS 150 RIDE // JUNE 8-10, 2012 // 2 DAYS // 150 MILES
REGISTER TODAY // my.bike.org OR CALL 800-FIGHT-MS

bike MS
MS 150 Ride 2012

Bike MS: C.H. Robinson Worldwide MS 150 Ride isn't just any ride. It's a two-day, 150-mile demonstration of collective strength from Duluth to the Twin Cities. With every push of the pedal, you can help us do more for people living with multiple sclerosis.

THANK YOU SPONSORS

C.H. ROBINSON WORLDWIDE INC. | Donaldson | Luthy | Westside Volkswagen | BEST BUY | TARGET | ERICKSON | TRALEIGH | TRANSPORT AMERICA

walk MS
christopher & banks
Walk 2012
WALSER

REGISTER TODAY!
walkMSminnesota.org
800-582-5296

Walk a walk
Register
walk MS

18 cities, just one reason you

christopher & banks | cj banks
Life. You wear it well.

MISSY | PETITE | WOMEN'S

on the move
Luncheon
Aug. 15, 2012

Thank you

Table sponsors
Dr. and Mrs. Jonathan Calkwood
The Balagna Family in honor of Katy Hunchis Holden
Family Vision Clinic
Jeanne Voigt in honor of scholarship recipients
Peggy and Webb White
STEP PT

Gifts of chocolate provided by Max's
Entertainment provided by The Believing Penguins

Thank you to our luncheon sponsors

Magen Idec | elan | ACORDA | Bayer HealthCare Pharmaceuticals | QUESTCOR | TEVA NEUROSCIENCE

MS CONNECTION NEWSLETTER
FALL 2012
UPPER MIDWEST CHAPTER

MS KILLS CONNECTION KILLS

INSIDE THIS ISSUE
04 MS ANNUAL CONFERENCE TO TAKE PLACE IN FOUR ST

CORPORATE SPOTLIGHT
PRIME THERAPEUTICS HELPS CLEAN UP THE MUCK

PRIME THERAPEUTICS

The National MS Society thanks Prime Therapeutics for supporting this year's MuckRuckus MS™ Twin Cities sponsored by Sodaru, which took place Aug. 11, at Trollhaugen in Dresser, Wis. Prime Therapeutics is a thought leader in pharmanery benefit management. They stopped by the event site with mini towels for participants to clean off all the muck after crossing the finish line! Prime Therapeutics had a MuckRuckus MS™ team, Prime PBM, which was captained by Sally Reigel, a passionate advocate for the National MS Society. She also participated in both a Walk MS and Bike MS event this year. Thank you, Sally, and Prime Therapeutics for getting dirty for a great cause!

NORTH DAKOTA COMPANIES PROPEL THE MS MOVEMENT FORWARD

DSG
DAKOTA SUPPLY GROUP

Special thanks to Dakota Supply Group (DSG), a seven-year sponsor of Bike MS. Sanford Health Ride the Wind. DSG is a full-line distributor of electrical, plumbing, HVAC, refrigeration, filtration and metering technology products and systems (and more) and is headquartered in Fargo, N.D. Thank you, DSG, for your continued support to help create a world free of MS!

TRINITY HEALTH
Reinventing Health

Trinity Health of Minn., N.D., has supported Walk MS over the years as a corporate sponsor and encourages employees to participate or volunteer at Walk MS each May. We are grateful for their leadership in the community and for all they do to help find a cure for MS.

SPECIAL THANKS TO OUR SPONSORS

TITLE SPONSOR
C.H. ROBINSON WORLDWIDE INC.

GOLD LEVEL SPONSORS
BEST BUY | TARGET

SILVER LEVEL SPONSORS
Luthy | Westside Volkswagen | ERICKSON | TRALEIGH | Donaldson

TABLE OF CONTENTS

C.H. ROBINSON WORLDWIDE
MS150
2 DAYS // 150 MILES
June 8-10, 2012
RIDER GUIDE

In good company

Networking opportunities

Here are a few of the outstanding corporations currently partnered with the Upper Midwest Chapter.



ASSURANT



MONSANTO



SANFORD HEALTH



SCHEELS



SUPERVALU



TARGET



GREAT RIVER ENERGY
A Toxstone Energy Cooperative



WALMAN OPTICAL

WALSER

Bike MS events

The Bike MS experience is the ride of your life.

For cycling enthusiasts and people seeking a personal challenge and a world free of MS, Bike MS is the premier cycling series in the nation. The National MS Society, Upper Midwest Chapter hosts six different rides featuring excellent route support, rest stops, meals, bike mechanics, camping, shuttles and more! In 2012, nearly 6,000 riders and 3,000 volunteers helped raise funds and awareness for the National MS Society through Bike MS.



bike to
create a world
free of MS

BIKE MS: SAM'S CLUB TWIN CITIES RIDE

May 11, 2013

This one-day ride starts and finishes at Century College in White Bear Lake, Minn. Cyclists can enjoy a 22- or 52-mile, scenic route along the Gateway Trail.

BIKE MS: C.H. ROBINSON MS 150 RIDE

June 7-9, 2013

This three-day event includes two days of cycling a total of 150 miles from Proctor to White Bear Lake with an overnight stop in Hinckley, Minn.

BIKE MS: CRUISE THE CORNFIELDS

June 22-23, 2013

This two-day, 70- or 150-mile bike ride starts and ends in Urbandale, Iowa and takes cyclists on a ride with an overnight stop on the Iowa State University campus in Ames, Iowa.

BIKE MS: TRAM RIDE

July 14-19, 2013

TRAM (The Ride Across Minnesota) is a weeklong ride covering approximately 275 miles. This year's route will take cyclists from International Falls, through the Iron Range and down the North Shore of Lake Superior into Duluth, Minn.

BIKE MS: SANFORD HEALTH RIDE THE WIND

July 27, 2013

Ride the Wind provides cyclists a 45-, 75- and 100-mile route option in the Fargo, N.D. area.

BIKE MS: SANFORD HEALTH PEDAL THE PLAINS

Aug. 3-4, 2013

Cyclists can choose from 50-, 75- or 100-mile routes starting and finishing in Sioux Falls, with an overnight in Madison, S.D.

Walk MS events

33 walks. One destination. A world free of MS.

Walk MS is the rallying point of the MS movement; a community coming together to raise funds and celebrate hope for the future. Each step brings us closer to a world free of MS. The Upper Midwest Chapter hosts events in 33 cities between North Dakota, South Dakota, Iowa, Minnesota and western Wisconsin. Nearly 18,000 walkers, chapterwide, participate each year, raising dollars and awareness to help improve the lives of people with MS.



walk to
create a world
free of MS

NORTH DAKOTA

April 27, 2013

Fargo, Bismarck, Grand Forks and Minot

SOUTH DAKOTA

May 4, 2013

Aberdeen, Pierre, Rapid City, Sioux Falls and Sioux City, IA

MINNESOTA

May 5, 2013

Twin Cities, Alexandria, Austin, Bemidji, Brainerd, Cambridge, Duluth, Faribault, Fergus Falls, Grand Rapids, Hastings, Hudson, Wis., Hutchinson, Mankato, Marshall, Park Rapids, Rochester and St. Cloud

IOWA

May 18, 2013

Cedar Falls/Waterloo, Cedar Rapids, Des Moines, Dubuque, Mason City and Quad Cities (Sioux City, May 4, 2013)

ANYWHERE

Can't make it in person? Join a virtual Walk MS team and fundraise online from anywhere at myMSwalk.org.



Twin Cities

MINNESOTA

Sept. 28–29, 2013

Challenge Walk MS: Twin Cities will take more than 200 walkers on a two-day, 50K journey through a beautiful urban route in Minneapolis.

Leadership events

The Upper Midwest Chapter hosts four unique leadership events designed for people with unparalleled passion for the movement to end MS. Leadership events are a great way to invite friends to Join the Movement® or for companies to purchase tables to support the National MS Society.



ON THE MOVE LITTLE BLACK DRESS EVENTS

Fargo, ND, Feb. 28, 2013 (luncheon); Cedar Rapids, IA, March 2, 2013 (brunch)

Both events feature a silent auction, motivational speakers and a delicious meal. Individual seats can be purchased as well as tables for up to 10 guests. Women who attend are encouraged to wear a black dress.



A TASTE OF GENEROSITY

Des Moines, IA, Feb. 16, 2013

During this evening event, guests enjoy food and wines from around the world and enjoy the excitement of a live auction while raising awareness and funds that benefit the National MS Society.



ON THE MOVE LUNCHEON

Minneapolis, MN, Aug. 14, 2013

The On the Move Luncheon benefits the National MS Society Scholarship Program, helping young people affected by MS receive financial assistance for post-secondary education. The luncheon features a silent and live auction, along with a keynote speaker. Nearly 400 guests gather each year to raise funds for the MS Scholarship Program. Table hosts invite guests and companies can sponsor tables at this event.

Run MS events



MUCKFEST MS TWIN CITIES SPONSORED BY SUBARU

Aug. 10, 2013

Get ready to overcome obstacles at MuckFest MS Twin Cities sponsored by Subaru! This fun and challenging course is full of muck for participants to slosh, slip and slide through. Join us for our one-of-a-kind obstacle course worthy of the hardest athletes and the most fun-loving teams. It's a fun and inspiring experience whether participating or watching! Funds raised through MuckFest MS help provide programs and services to the more than 17,000 people living with multiple sclerosis in the chapter area and drive cutting-edge research aimed at stopping MS in its tracks, restoring function that's been lost and ending MS forever.



RUN TO STOP MS: TWIN CITIES

Oct. 6, 2013

The National Multiple Sclerosis Society, Upper Midwest Chapter has partnered with the Twin Cities Marathon to give runners an opportunity to fundraise and bring awareness to the MS movement while running 26.2 miles. Join Run to Stop MS and receive special running gear, a dedicated coach and much more.

Corporate partnership benefit chart

	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Promotion and visibility			
Recognition in newsletter	•	•	•
Logo in paid print advertising	•		
Recognition on T-shirts	•	•	
Logo and link on website	•	•	•
Logo recognition on event posters	•	•	
Recognition in email cultivation	Twice	Once	
Opportunity to order co-branded event trading cards	•	•	
Recognition in <i>MS Connection</i> newsletter	•		
Listing in Report of Support	•	•	
Recognition through chapter social media	•	•	
On-site recognition			
Naming rights for one of the following items:			
• VIP tent	•	•	•
• Rest stop			
• Start line	•	•	
• Meal stops			
• Finish line	•		
• Overnight stops			
Banners displayed at sponsored site (<i>sponsor provides banners</i>)	•	•	•
Banners displayed at start and finish sites (<i>sponsor provides banners</i>)	•	•	
Opportunity to include item in event packets	•		
Opportunity to provide promotional items to participants at sponsored site	•	•	•
Product sampling opportunities at sponsored site	•	•	•
Live thanks and recognition by emcee	•		
Company participation			
Opportunity for tent space at overnight sites and finish line	•		
Multi-year, lock-in agreement available	•	•	
Personalized team captain training	•	•	
Opportunity to start a company team	•	•	•
Volunteer opportunities	•	•	•
Leadership opportunities such as volunteer supervisor (<i>trainings and meetings required</i>)	•	•	•
Invitations to chapter VIP functions	•	•	•