

WALKER'S GUIDE /// SEPT. 20-21, 2014

**challenge
walk**



**Twin Cities
2014**

**2 DAYS
50K
CLOSER
TO A CURE**



CONGRATULATIONS

Congratulations! You're on board for one of the best weekend events the Twin Cities has to offer. Thank you for making the commitment to creating a world free of multiple sclerosis.

Welcome to Challenge Walk MS: Twin Cities — a 2-day, 50k (30 mile) walk through some of the most scenic areas of Minneapolis and the western suburbs. Be sure to take advantage of Society staff and veteran Challenge Walkers. We'll help guide you through everything from setting up your personal Web page to training for the walk.

Contact us whenever you need fundraising advice, training tips or words of encouragement. We look forward to presenting you with a weekend of a lifetime this fall!

Cheers!

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Event Director
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Early and ongoing treatment with an FDA-approved therapy can make a difference for many people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 800-582-5296.

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challenge walk



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2014**

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EVENT DETAILS

Weekend theme

Challenge Walk MS: Twin Cities will be traveling back in time to the roaring '20s. What does that mean? It means flappers, gangsters, jazz, home to the speak-easy, prohibition and more. Adorn yourself in pearls or wear a fedora. Sling a fake tommy-gun or do the Charleston. Let's recreate the era in style!

Parking

Weekend parking is available at the Sabes Jewish Community Center. Volunteers will direct you upon arrival.



Check-in

This is where you receive your event credentials, including your name badge, weekend schedule, mileage information and luggage tags. Arrive early so you don't miss the opening ceremony. Check-in is from 6:45 to 8 a.m., Saturday, inside the Sabes Jewish Community Center's gymnasium.

The \$750 fundraising minimum must be met by Sept. 20 in order to participate. There are no exceptions or extensions.

Lodging

Indoor camping on the gymnasium floor will be your "suite du jour." Make sure to pack your sleeping bag, pillow and a camping pad or inflatable mattress. If indoor camping isn't your thing, neighboring hotels and outdoor camping are available. (Walkers are responsible for hotel arrangements.)



EVENT DETAILS

Driving directions to Sabes J.C.C.

From I-94 East or West

As I-94 runs into Minneapolis, exit to I-394 West toward Wayzata. Exit at Highway 100 South and take the Cedar Lake Road exit (it comes fast), veering toward the right. At the first stop light, turn left. Follow the road all the way to the end; the parking lot is at the dead end at the bottom of a hill.

From I-35W North or South

Exit from I-35W onto I-94 West. Travel a few miles on I-94. Follow the directions above for I-94.

From I-35E North or South

Exit from I-35E onto I-94 West. Take I-94 West from St. Paul toward Minneapolis. Follow the directions above for I-94.

From I-494 or Highway 62 (“The Crosstown”)

Exit onto Highway 100 North. Get off Highway 100 at the Cedar Lake Road exit (after Minnetonka Blvd. exit), and follow the frontage road to the sign that reads Cedar Lake Road. Turn right, and take another immediate right (it’s like a big curve). You will be at a T (Suzuki dealership); make a left. Follow the road to the end; the parking lot is at the dead end at the bottom of a hill.

From Highway 100 South

Get off at the Cedar Lake Road exit (right after I-394), and veer to the right. At the first stoplight, turn left. Follow the road to the end; the parking lot is at the dead end at the bottom of the hill.

Walker ID and emergency/medical information

Walkers must wear credentials at all times during the event. You'll receive these at check-in. Also, please carry identification and any necessary medical information on you at all times; these may be easily stored in the credential pocket.

Support and meals

Challenge Walk MS: Twin Cities is a fully supported two-day event. We provide light breakfast, lunch and dinner Saturday and breakfast and brunch Sunday. On the route, you'll receive water and snack stops, bathrooms and medical support. Vegetarian options are available at every meal. If you have further food restrictions, please plan accordingly.



Cheering stations

We encourage your friends and family to cheer you on at the following locations:

Saturday, Sept. 20, 1–3 p.m.

Lake Harriet Bandshell

Sunday, Sept. 21, 11:15 a.m.

Father Hennepin Bluffs Park
420 Main St. SE
Minneapolis, MN 55414



DAY 1: SATURDAY, SEPT. 20

Start site: Sabes Jewish Community Center
(4330 S. Cedar Lake Road, Minneapolis, MN 55416)

6:45 – 8 a.m.

- Arrive at Sabes J.C.C. Volunteers will direct you to a parking or drop-off area.
- Everyone must check in at the Sabes J.C.C. gymnasium. Drop off any final contributions. The \$750 minimum donation requirement must be met before you receive your event credentials.
- Enjoy a light breakfast before the opening ceremony.

8–8:30 a.m.

- Opening ceremony is in the gymnasium.



Saturday's route

You'll leave the Sabes J.C.C. and stroll westward on the winding roads of the west metro. Discover hidden neighborhoods, parks and landmarks along the way.

2:30–5:30 p.m.

- Walkers return to Sabes J.C.C.
- Set up camp indoors.
- Pick up halfway bag.
- Receive Victory March T-shirt.
- Relax, shower, soak in pool.
- Massages available from 3 to 6 p.m.

6–7 p.m.

- Enjoy dinner.

7 p.m.

- Pep rally in the dining room.
- Compete solo or with your team for best T-shirt, song and costume.

10 p.m.

- Lights out.

DAY 2: SUNDAY, SEPT. 21

5:30 a.m.

- Lights on.

6–7:45 a.m.

- Pack up camp, load gear into your parked car or the marked truck for the finish line.
- Hot breakfast served.

6:30–8 a.m.

- Stretch and begin walking.
- The final steps of the weekend cover approximately 10 miles. This stretch will take you into downtown Minneapolis.

9–11:30 a.m.

- Check in at the American Academy of Neurology. Here, we'll gather for brunch before we prepare for the Victory March.
- Brunch is served.
- Register for Challenge Walk MS 2015 for \$25.
- Snap team photos.

11:45 a.m.

- Victory March begins.

12:30 p.m.

- Closing ceremony begins.
- Take finish-line photos.

1 p.m.

- Shuttle leaves for Sabes J.C.C. for weekend parkers.

Victory March and closing ceremony

We'll begin our final mile, known as the Victory March, from the American Academy of Neurology promptly at 11:45 a.m. Please plan accordingly. If you're still on the route at that time, you'll be picked up and transported to the staging area. From there, we'll walk as a group down West River Parkway, over the historic Stone Arch Bridge into Father Hennepin Bluffs Park for the closing ceremony.



HOW TO PACK

Luggage

Each walker will be given three luggage tags for luggage, sleeping bag and other overnight necessities.

A fourth luggage tag is provided for another small bag; we call it the “halfway bag.” You’ll have access to this bag at the lunch rest stop Saturday. It’s a perfect place to put on extra socks or a fresh pair of sneakers. This small bag will be transported back to Sabes J.C.C. You’ll be responsible for picking up your bag in the gym.



Check-in materials

- Final contributions and your ID number
-

Clothes

- Walking clothes (avoid cotton)
 - Extra shoes and socks (for the halfway bag)
 - Shower shoes
 - Gloves/hat for cool weather
 - Long pants for cool weather
 - Jacket/sweater/warm shirt
 - Tank top and shorts in case of hot weather
 - Rain gear
 - Lounging clothes for evening
-

Personal gear

- Travel-size toiletries
 - Sanitary products
 - Insect repellent
 - Small flashlight
 - Pain reliever and prescribed medication
 - Camera and film
 - Towel and washcloth
 - Identification and medical insurance card (carry these with you at all times)
 - Journal, book or magazine
 - Sleeping bag, pillow, camping pad/cot/inflatable mattress
-

Walking essentials

- Foot care (blister kit/moleskin/bandage)
- ACE bandage (one or more)
- Body Glide®
- Sunscreen for your lips and skin
- Two large water bottles
- Fanny pack to hold money and ID
- Hand sanitizer
- Energy bars
- Tissues

ONLINE FUNDRAISING

Your Participant Center

How it works

Everyone who registers for Challenge Walk MS has a Participant Center, the hub for managing online fundraising efforts. Visit 2daychallenge.org for a tutorial of the Participant Center. Using your Participant Center, you can edit your personal page, where friends and family can donate directly to you. You can also email donors, manage your campaign, and for team captains, email your team and follow your team's progress. To get to your Participant Center, log in at 2daychallenge.org, where you'll be prompted to:

1. Update your Personal Page.

Your personal page is the place to share your story — why you're walking and raising money. It's also the page where donors can directly donate money. It's easy to change the layout, colors and story along with uploading personal pictures or a video to your page. You can even keep a blog!

2. Send emails to friends and family asking for support.

You can easily import contacts into your address book from other email applications such as Microsoft Outlook, Gmail or Yahoo!, or add them manually. Select and send an appeal for support or a thank-you note.

3. Fundraise online. No cash, no checks, no hassles.

What are the benefits of fundraising online? You can track your individual, ongoing fundraising progress. You can update your fundraising goal and view reports on your team members' contributions. And, you can easily send follow-up messages and thank-you emails to all your supporters.

ONLINE FUNDRAISING

Fundraise with Facebook



After registration, you should receive an email with an option to install the Boundless Fundraising Facebook application. If you haven't installed this application yet, visit your Participant Center and click the Facebook icon from the homepage. Whenever you receive donations or recruit a team member, Facebook automatically sends a newsfeed update to your friends — increasing visibility of your Challenge Walk MS fundraising efforts!

“Like” Challenge Walk MS: Twin Cities on Facebook! Get all the latest and greatest Challenge Walk MS updates at facebook.com/ChallengeWalkMSTwinCities.

Have questions or need help with our online tools? Contact us at 855-372-1331 or specialevents@MSsociety.org.



FUNDRAISING CLUBS

It's a good feeling knowing every dollar you raise makes a difference in the lives of people with MS. Plus, you can join a prestigious Challenge Walk MS fundraising club. The more money you raise, the more perks you receive, so get moving — we'll help you get there!



VIP Club, \$3,000

Not only will you be able to choose a prize from levels 1, 2 or 3 (see page 19), you'll also be invited to the Sylvies in 2015.

The Sylvies is the National MS Society's annual event to celebrate and recognize top fundraisers, volunteers, sponsors and donors. Set your fundraising goals high, and watch for your invitation.

Perks:

1. Recognition on the website
2. Personalized mile markers along the route
3. Recognition on event credentials
4. Invitation to the Sylvies
5. Free registration for 2015



Mission Stars Club, \$10,000

This is the big ticket. If you raise \$10,000 or more, you're not only going to get all the perks of the VIP Club, you'll also be recognized on the event and throughout the year.

Choose one prize from level 4 (see page 19) or choose one item from both levels 1 and 2.

1. All the rewards for the VIP Club
2. Rest stop in your honor
3. Mission Stars Club fleece vest in your inaugural year
4. Recognition and globe presentation at the Sylvies

National Conference

Raise \$10,000 for a National Conference trip; raise \$15,000 or more and bring a guest.

The National Conference is a getaway for the National MS Society's top fundraisers. This is an opportunity to spend three days with other top fundraisers and learn how the Society is changing the lives of people living with MS.

1. Airfare from the Minneapolis/St. Paul Airport;
ground transportation provided
2. Hotel accommodations (double occupancy)

FUNDRAISING

The fine print

The donation minimum required to participate in Challenge Walk MS: Twin Cities is \$750. You cannot walk without confirmed fundraising dollars totaling this amount. Be prepared with a Visa or MasterCard to charge your remaining balance before starting the walk.

No donation transfers will be allowed after Sept. 12.

All mailed donations must be received by Thursday, Sept. 11, 2014 in order to be processed and applied to your fundraising total by event day. Bring your remaining donations to event check-in.

The National MS Society purchases all prizes. Prizes are based on money turned in by Sept. 20. Prizes are not cumulative. Prizes may not be redeemed for cash. Participants are responsible for paying taxes on all prizes. We reserve the right to substitute prizes of equal or greater value.

After the donation deadline, via mail, you'll receive directions along with a prize redemption form. For levels 2, 3 and 4, you may choose one prize option from your earned level or one prize option from a lower level. For participants, donations of more than \$100 are tax deductible for federal income tax purposes.

Sponsorship of National MS Society fundraising events does not connote the Society recognizes superiority in products or services provided by the sponsoring entity over other entities providing like or similar products or services.

PRIZES

Prizes are based on money turned in **by Sept. 20**. After the donation deadline, you'll receive a prize redemption form with directions in the mail.

To view prizes and apparel, visit darterprizes.com/MSMinnesotaChallenge.

LEVEL 1 Raise \$1,000, choose one of the following:

- Performance knit cap
- Contrast tote bag
- Ladies or mens Freeport microfleece pullover
- Stainless steel water bottle
- Ladies or mens classic wicking tee

LEVEL 2 Raise \$2,000, choose one of the following:

- Ladies or mens soft-shell vest
- Full-zip hooded sweatshirt
- Ladies or mens track jacket with striping
- Vertex tech duffel

LEVEL 3 Raise \$3,000, choose one of the following:

- Ladies or mens Sherpa full-zip hooded sweatshirt
- Ladies or mens New Englander rain jacket
- Ladies or mens slub hooded sweatshirt
- Vertex tech duffel

LEVEL 4 Raise \$5,000, choose one of the following:

- Ladies or mens textured soft-shell jacket
- Ladies or mens alpine parka
- Ogio little big wheel duffel
- National Conference trip for one (\$10,000 or more)
- National Conference trip for two (\$15,000 or more)

TEAM UP

Forming a team is easy!

- Designate a team captain, make up a fun team name, and when you register online for Challenge Walk MS: Twin Cities, choose the option “create a new team.”
 - When registering for the event, team captains must register first.
 - This is your opportunity to enjoy a great walk with friends and family, bond with co-workers and Join the Movement® to end MS.
-
- Challenge Walk MS is an amazing experience — and doing it with friends, family or co-workers makes it 10 times better. Not only that, you can participate in team competitions and earn fun prizes!
 - When you share the experience with team members, you can also share in fundraising. By joining forces, you expand your circle of potential donors and motivate one another to meet your team’s fundraising goals.
 - One of the biggest perks of forming a team is that you already have training partners. Training as a team keeps the momentum going and helps you support one another every step of the way.

Team competitions

Showcase your team’s talents at the pep rally Saturday night! There will be team competitions for best team T-shirt, best team song and costume. This is a great opportunity to showcase your team.

Team photos

Team photos will be taken at the pre-finish Sunday.



Our pledge to you

You will be fully supported every step of your journey. Your commitment is to walk and raise funds. Our commitment is to worry about everything else. Our goal is to make your journey as fun and hassle-free as possible so that during and after each day, you can relax and enjoy the feelings of accomplishment and fulfillment you worked so hard to achieve.

General medical information for participants

Take the following situations seriously. If you have one or more of the following symptoms, report to the medical team immediately.

1. Extreme fatigue
2. Cuts/bruises
3. Redness or sore spots on your feet (start of a blister)
4. Blisters (put powder or deodorant on your feet and bring blister pads)
5. Dehydration — signs of dehydration:
 - Dark yellow urine or no urine
 - Heartburn or stomach ache
 - Dizziness or confusion
 - Dry, sticky mouth
 - Recurring or chronic pain
 - Lack of skin elasticity
 - Mental irritation or depression
 - Lower back pain
 - Sunken or dry eyes
 - Fatigue
 - Headache
 - Water retention

Non-911 emergency number

The National MS Society will provide you with an emergency contact number on the back of your name badge. This number is only to be used for non-911 emergencies and only while on Challenge Walk MS.

TRAINING TIPS

On the following pages, you'll find some essential training tips to get you in shape and ready for the weekend. To download the full training guide — including essential gear, walking and stretching techniques, building fitness, sports nutrition and sample training programs — visit the Challenge Walk MS homepage and click “Training.”



Getting started

Training should begin as soon as you register for Challenge Walk MS. But make sure to assess your fitness and choose a program before charging toward the horizon. Form a habit quickly by walking five times per week. Your body will need to build up endurance to keep it going. Of course, your initial walks can be very short — this is a fitness program, not boot camp!

Start a walking journal. Keeping track of your weekly walking efforts will help you maintain your schedule. Use a calendar format and simply record the duration of each walk, the distance covered and a few words about how you felt. Feel free to record any cross-training workouts you perform as well.

Stretching

Stretching should be done slowly without bouncing. Reach to where you feel a slight, easy stretch. Hold this feeling for 5 to 20 seconds. As you hold this stretch, the feeling of tension should diminish. If it doesn't, just ease off slightly into a more comfortable stretch. The easy stretch reduces tension and readies the tissues for the developmental stretch.

After holding the easy stretch, move a fraction of an inch farther into the stretch until you feel mild tension again. This is the developmental stretch, which should be held for 5 to 20 seconds. This feeling of stretch tension should also slightly diminish or stay the same. If the tension increases or becomes painful, you're

overstretching. Ease off a bit to a comfortable stretch. The developmental stretch reduces tension and will safely increase flexibility.

Do a light warm-up of walking or jogging for several minutes prior to stretching.

***Note:** If you have had any recent surgery, muscle or joint problems, consult your personal health care professional before starting a stretching or exercise program.

Keep yourself hydrated

Drink on a schedule. Specifically, you should drink four to six ounces of water or a sports drink every 12 to 15 minutes during workouts. The heavier you are, the higher the air temperature; and the faster you walk, the more fluid intake you need. For convenience, wear a hydration belt that holds one or two squeeze bottles or a fluid bladder backpack so you don't have to carry anything in your hands. You can find such belts at most running shoe stores.

Sports drinks are more effective than water since they replenish energy. Sports drinks that contain protein in addition to carbohydrates are even better.



TRAINING TIPS

Essential gear

Shoes

Flexibility. Both in the forefoot and medially (side to side). Your shoes must be flexible enough to allow your feet to “roll” from heel to toe when you walk or you’ll wind up with a very “stumpy” stride and sore shins.

A low heel. The bigger the heel on the shoe, the more your feet will slap the ground when you walk. With a low heel, your feet will roll very easily along the ground.

A wide toe box. Make sure there’s plenty of “wobble room” for your toes to spread out when you walk. Cramped toes become blistered toes.

Fit over fashion. No matter what shoes you choose, the most important consideration is the way they fit your feet. When shopping for shoes, wear the same socks as well as any shoe inserts or orthotics you will wear in training or on walk weekend. Also, your feet will swell during the day, so try on shoes late in the day — preferably after a workout — when your feet are largest. Don’t be afraid to walk around the store to make sure the shoes fit in action.

Body Glide®

This is a must-have for people prone to chafing and blistering.

Inserts

If you have shin, knee or lower-back pain when you walk, you might want to consider a shoe insert. Inserts are designed to keep your feet in the proper position when you walk and give them better support and cushioning. If you really want to treat your feet right, spring for a pair of high-quality inserts available at specialty running and walking stores.

Socks

Even with the perfect shoe, a cheap pair of socks can cause blisters. Look for thin socks made of a wicking material, and make sure they fit. Remember, cotton is rotten!

Workout clothes

- Your walking attire should be comfortable. Loose-fitting clothes may cause chafing. When training, test several types of exercise clothing.
- Dress in layers so you can remove clothing as you warm up, or put it back on if you're cold. The bottom layer should be made from a lightweight, wicking fabric to pull moisture away from your skin. A long-sleeve T-shirt, a lightweight wind/rain jacket on top, and comfortable running shorts and possibly tights on the bottom will prepare you for any type of weather.
- Don't forget sun protection! Be sure to pack a hat with a visor, sunglasses and sunscreen.
- Finally, most walkers like to wear a "fanny pack" to carry lip balm, cell phone, keys, food, etc., and a "hydration belt" to hold water and sports drink bottles.



POLICIES

Identifying Society staff, Crew and volunteers

Credentials will recognize people as staff, Crew or walkers. Daily volunteers can be identified by a volunteer T-shirt. Please respect and support the staff and Crew. If they ask you to stop or take a different direction, be courteous to them and do what they ask of you. If a participant refuses to follow directions, the participant must sign a release form essentially removing them from the event.

Friends and family

Friends and family members may visit you at the start, cheer zones (page 7) and the final finish line, and to transport you to/from the overnight if you're not camping on site. Friends and family may only join you on the event if they are official Crew members or volunteers. For your safety and the safety of walkers, friends and family may not drive along side of you during the event or visit rest stops. This could be consideration for expulsion from the event.

Refunds

If you change your mind or decide for any reason not to participate in Challenge Walk MS, please note your registration fee as well as your recorded donations are non-refundable. The fees and donations will be used to help end MS just as if you had participated in the event.

Weather

If there is lightning, take shelter. When moving around in the rain, be more cautious. The visibility for both walker and driver is low. The National MS Society reserves the right to remove participants from the route. Event officials may close the route for the day or temporarily due to inclement weather.

Inappropriate behavior

The National MS Society reserves the right to expel a participant if he or she poses a risk of danger to themselves and/or the public.

Pets

Pets are not allowed on the event.

Leaving Challenge Walk MS

Support is provided throughout the event. Anything outside the parameters of the route, or after route opening or closings (includes rest stops) does not have support. If you decide to leave the event for any reason, you must notify an event official and you are considered off the route for that day and literally on your own in regard to support. The transportation and costs are the responsibility of event participants, not Challenge Walk MS organizers or staff.

Can I switch my status to Crew?

Yes, but only until Sept. 5. You cannot switch your status from a walker to Crew member after that time. We also reserve the right to appoint you in a position that needs to be filled for the weekend.



Journey toward a world free of MS

We can't wait to see you in September!

Walser | Foundation



**National
Multiple Sclerosis
Society**

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200 12th Ave. S.
Minneapolis, MN 55415-1255

Customer service:
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