



# teamTalk



## Here we go again! The 2010 fundraising season is underway!

It's time to get geared-up and revved-up for the 2010 RONA MS Bike Tours and the MS Walks. The Online Fundraising System is already busy processing your registrations and fundraising dollars. Now is the time to get your team talking, walking and riding in preparation for what is promising to be another outstanding fundraising year in Atlantic Canada. Not registered yet? Contact our office at 1-800-268-7582 and ask to speak to Vanessa Linehan (MS Walk Coordinator) or Daniel Robinson (Bike Tour Coordinator).

### TeamMS Mixers

The TeamMS Mixer is a great opportunity for you to kick start your team activities in a relaxed and fun atmosphere. Share ideas, stories and goals with fellow TeamMS participants in both the MS Walk and the RONA MS Bike Tour. Our next TeamMS Mixer will be held on the following date:

Halifax                      March 22nd, 2010 from 7-9pm  
Boston Pizza, Bayers Lake

Receive a \$5 Boston Pizza coupon when you attend a TeamMS Mixer, and also have the chance to win a \$25 Boston Pizza gift card!

For more information or to RSVP, please contact Janine MacIntyre at 1-800-268-7582 or by email at [janine.macintyre@mssociety.ca](mailto:janine.macintyre@mssociety.ca)

### The 20-20 Promotion is Back!

Looking for a way to grow your team? Recruit your friends, family, and work colleagues! New participants may register for either the NS or NB Bike Tour for only \$20 when they are referred by a past participant. To be eligible for the 20-20 offer, participants must register by phoning the MS Society at 1-800-268-7582 by May 20<sup>th</sup>. **Please note that this promotion is NOT available online.** For more information please contact our Bike Tour Coordinator, Daniel Robinson by email at [daniel.robinson@mssociety.ca](mailto:daniel.robinson@mssociety.ca)



**Sunday May 30, 2010**  
MS WALK  
All locations



**June 26 & 27, 2010**  
Plains and Pastures Tour  
Sussex to Saint John, NB

**July 24 & 25, 2010**  
Vineyards and Valleys Tour  
Windsor to Wolfville, NS





# 2009 TeamMS Results

## RONA MS Bike Tour & MS Walk

Top Teams RONA MS Bike Tour - New Brunswick *as of July 5 <sup>th</sup>		Pledge Average	Total
Top Fundraising Team	Psycows	\$1,635.62/pp	\$13,084.96
Runner-Up Fundraising Team	AmbirCares	\$1,557.26/pp	\$12,458.08
2nd Runner-Up Fundraising Team	Hillside Cyclones	\$1,032.34/pp	\$5,161.70
3rd Runner-up Fundraising Team	The Ditch Finders	\$853.33/pp	\$7,679.97
4th Runner-up Fundraising Team	Slow Spokes	\$735.63/pp	\$18,390.75

Top Teams RONA MS Bike Tour - Nova Scotia *as of July 27 <sup>th</sup>		Pledge Average	Total
Top Fundraising Team	Dirty Cranks	\$14,994.49/pp	\$59,977.96
Runner-up Fundraising Team	Boneshakers	\$2,581.69/pp	\$15,490.14
2nd Runner-up Fundraising Team	Cycledelics	\$1,094.27/pp	\$26,262.48
3rd Runner-up Fundraising Team	CC Riders	\$1,041.31/pp	\$48,941.57
4th Runner-up Fundraising Team	Cycleholics	\$1,017.00/pp	\$5,085.00

Top Teams MS Walk * as of August 31 <sup>st</sup>		Pledge Average	Total
Top Team in Atlantic Canada	Team Martin	\$1,471.25/pp	\$5,885.00
Top Friends & Family Team	Team Martin	\$1,471.25/pp	\$5,885.00
Top Corporate Team	Bluecross Blue Cruisers	\$998.76/pp	\$8,988.89
Top School Team	St. Stephen High School	\$2,502.46	
Top Recruiting Captain	Eleanor Brosha - Brosha's Believers		49 members
Antigonish	Brosha's Believers	\$506.02/pp	\$24,795.45
Charlottetown	Catherine & Heidi's Friends	\$278.14/pp	\$3,894.00
Corner Brook	7 Friends	\$160.63/pp	\$1,767.75
Fredericton	Team Crazy Legs	\$697.33/pp	\$6,276.00
Halifax	Team Martin	\$1,471.25/pp	\$5,885.00
Miramichi	Paula's Go-Getters	\$563.30/pp	\$5,633.00
Moncton	Blue Cruisers	\$998.76/pp	\$8,988.89
New Glasgow	The Fahie Family	\$253.75/pp	\$1,015.00
Saint John	MS Kateers	\$1,011.65/pp	\$5,058.25
St. John's	Team Danielle	\$512.50/pp	\$2,050.00
St. Stephen	Jean's Dream Team	\$301.22/pp	\$2,711.01
Sydney	Ridgevale Rockets	\$500.40/pp	\$3,002.57
Truro	The Hummers	\$810.00/pp	\$4,050.00

\$864,965 raised through TeamMS in the RONA MS Bike Tours and MS Walks in Atlantic Canada during 2009

405 TeamMS Teams in Atlantic Canada  
2,549 TeamMS Members in Atlantic Canada

## Team Recruitment Tips - Get Your Team Growing!

- 1** Build a pyramid. Ask each person who joins your team to recruit at least 2 other team members. If you start with only 3 team members, and they each recruit 2 more team members, and those people each recruit 2 new team members- you'll have 21 team members!
- 2** Create team captain business cards. Include your name, team name, the event, and your contact information. When you meet a new business contact be sure to hand them this card in addition to your usual business card.
- 3** Hold a kick-off lunch in the office as a fundraising and team building opportunity. Your MS staff contact may be available to attend, show videos and, of course, sign up everyone that comes. Get other company departments or offices involved for a friendly competition.

### Manage your team online!

Are you looking for a way to effectively manage your team? Check out our Online Fundraising System where you can set and monitor team goals, check the fundraising progress of team members and send email messages to your team with just the click of a button. If you have yet to use our Online Fundraising System please do not hesitate to contact us at 1-800-268-7582. We will be happy to walk you through the System and answer any questions you may have.

## CCSVI and MS in the News

You have probably been hearing the words 'new treatment' and 'multiple sclerosis' in the news a lot lately and you may be wondering what everybody is talking about. Media reports and a research study released from Italy have revived the idea of an association between inadequate venous drainage from the brain and spinal cord and multiple sclerosis. This condition is now generally referred to as chronic cerebrospinal venous insufficiency, or CCSVI.

Researchers have treated CCSVI surgically by inserting balloons or stents to open up narrowed or blocked veins. This experimental work is and at a very early stage and has been performed on only a very small number of patients.

While the early data have sparked much interest, it is important to acknowledge that the concepts are relatively untested and require replication and validation in much larger, well-designed scientific studies before they can be accepted as established.

In the interest of investigating this new theory, the MS Society of Canada went outside of our normal framework, for the first time ever, to initiate a call for specific research. In December, we made a request for proposals for research operating grants on the topic of CCSVI and MS, which are now under review by an international panel of experts and will be awarded in June. By funding research into MS and CCSVI, the MS Society hopes that clarity will emerge as to the relationship between the two.

If through this research, the treatment of CCSVI is proven to have benefit for MS, then the MS Society would have a role in lobbying to have it accessible. We will be closely following the development of MS research worldwide in this area and others in the months and years ahead.

Now is the time for us to step up our fundraising efforts and be part of the future research that will help those living with multiple sclerosis. Please join us again in 2010 and support our MS Walk and RONA MS Bike Tour. The funds raised are used for research and for support and services for those in our community living with MS.