

2011 GEARING DOWN

msbiketours.ca



MULTIPLE SCLEROSIS SOCIETY OF CANADA

Another Success for the 2011 RONA MS Bike Tour!

The 1,260 cyclists who got together for the two tour weekends made the 2011 RONA MS Bike Tour a huge success by raising **\$1,350,000**. They braved the rain in Drummondville and the hills in Gatineau and pedaled to help us end MS. To all these cyclists, we say **1,350,000 thanks** for their commitment. Without them, this success would not have been possible!

REGISTER NOW FOR THE 2012 MS BIKE TOUR!

DISCOVER ALL THE ADVANTAGES OFFERED BY OUR NEW ONLINE REGISTRATION AND FUNDRAISING SYSTEM!

This new system allows you:

- ◇ to send your fundraising e-mails more easily thanks to direct access to your contact list in Outlook, Gmail, Yahoo!, Hotmail, etc;
- ◇ to share the link to your web page on your different social networks;
- ◇ to personalize your page by publishing a photo, a video or both, or creating a blog;
- ◇ and much more!

Over the year to come, visit our website regularly, at mssociety.ca/qc/velotourEn, for all the information you need concerning the **2012 MS Bike Tour!**

[REGISTER NOW**](#)**

MOVING FORWARD TO 2012!

Here is some information on the 2012 MS Bike Tour:

The regional MS Bike Tour will be on August 18 and 19 (400 participants)

We have prepared a magnificent route that will start in Pont-Rouge and end in Quebec City—so you can expect a ride that is half rural and half urban!

The provincial MS Bike Tour will be on August 25 and 26 (1200 participants)

We have planned a looping route for you, centred on the historic city of Trois-Rivières. Both beginning cyclists and seasoned veterans will enjoy it!



MS Multiple Sclerosis Society of Canada
Quebec Division

THE CHAMPIONS IN 2011

ROOKIE OF THE YEAR

DRUMMONDVILLE

Aline Moreau
\$6 100



GATINEAU

André Montgiraud
Équipe Les Guy-Dons
\$5 630



RECRUITING CHAMPION TEAM

Les Cycleux
Carl Morissette
21 members



Solutions Partagées
Marc Binette
110 members



PRO RATA CHAMPION TEAM

(4 TO 19 MEMBERS)

Les pédaliers de l'avenir
Lynda Archambault
9 members
Average : \$4 644.44



Collection
Paul Rochefort
4 members
Average : \$3 190



PRO RATA CHAMPION TEAM

(20 MEMBERS AND +)

Les Cycleux
Carl Morissette
21 members
Average : \$956.67



Équipe Lespérance,
André Lespérance
67 members
Average : \$1 275



FUNDRAISING CHAMPION TEAM

Les pédaliers de l'avenir
Lynda Archambault
\$41 800



Équipe Lespérance
André Lespérance
\$87 804



CHAMPION FUNDRAISER

Alvein Schein
\$10 790



André Lespérance
\$24 019



CONGRATULATIONS!



ONLINE PROMOTIONS ● 2012 MS BIKE TOUR

Keep an eye out for our promotions!

Several promotions and contests will be announced by e-mail, up until a few weeks before the MS Bike Tour.

To benefit from these promotions, register online and authorize us to contact you by e-mail!

| | | |
|------------------|----------------------------|--|
| Launch week | Promotion — 2012, January | Team captains, register before or during the promotional week and you will earn an additional \$100 in your prize structure. |
| Recruitment Week | Promotion - 2012, February | Register before or during the promotional week and you will earn an additional \$100 in your prize structure. |

FORM A TEAM

A TeamMS is made up of a team captain and at least three cyclists who register and raise donations individually. **Invite your family, friends and colleagues** to support your cause.



Together, let's join forces and exceed our goals!

EVERY DOLLAR COUNTS!

The last few years have been fruitful ones for research. Promising advances have been made, gradually bringing us closer to our goal: **beating MS!**

Every dollar raised allows us not only to promote research but also to offer a wide range of services to people with MS and their families:

- documentation
- adapted sports activities
- support groups
- telephone support
- conferences
- and much more!



For example, a \$500 donation allows a child to attend our camp for kids who have a parent with MS. **We are counting on you to pursue our mission in 2012!**

THANKS TO OURS SPONSORS

2011 RONA MS BIKE TOUR

The Multiple Sclerosis Society of Canada would like to thank RONA Inc., which has been closely involved with the MS Bike Tour for more than a decade. As principal sponsor, RONA has played a key role in one of the MS Society's most important fundraising events, which raises more than \$8 million every year.

Our principal national sponsor



Our National Sponsors



BRINKS

GARNEAU

PEDAL

Our Provincial Sponsors



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