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Visit **MScycling.org** for more
resources!

Thank you for leading a Bike MS team as captain. Your leadership and dedication are creating a world free of MS every day. It's inspirational to take on the role of captain and motivate others to join you. From all of the families touched by MS that we are working to support, thank you.

~ Bike MS staff

We are people who want to do something about MS NOW

YOUR FUNDRAISING MATTERS

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education and providing programs and services to help people with MS and their families move forward with their lives.

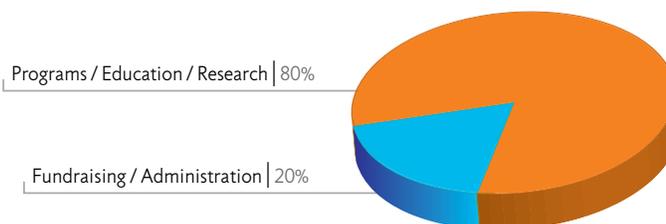
Since its charter in 1954, the Greater Delaware Valley Chapter has been in the forefront of providing programs and services for people with MS and those who care for them. We serve 14,000 clients and their families in 18 counties in southeastern Pennsylvania and southern New Jersey.

Clients turn to us for services including home health assistance, respite care, physical and occupational therapy, transportation to medical appointments, employment services, educational programs and more.

The Greater Delaware Valley Chapter appreciates the generosity of its donors and takes every step possible to ensure that funds are used responsibly and effectively as we work to create a world free of MS.

HOW YOUR DOLLARS MAKE A DIFFERENCE

With lower than average administrative and fundraising costs, the National MS Society is committed to ensuring that the maximum amount of money raised funds groundbreaking research and provides direct services for local people living with MS.



Riding to change lives.

Multiple sclerosis is a chronic, unpredictable and disabling disease of the central nervous system which interrupts the flow of information from the brain to the body. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity, and specific symptoms of MS in any one person cannot be predicted but advances in research and treatment are moving us closer to a world free of MS.

Where Your Money Goes – The National MS Society is making a difference in the lives of those affected by MS and contributes to the significant advances that are being made in both understanding and treating the disease. Your tremendous fundraising efforts allow the society to help people with MS live their best possible lives.

Research – Funds raised by bike MS are helping researchers around the world to determine the cause of MS, develop treatments and ways to prevent MS, restore damage that has been done as a result of the disease, and to eventually find a cure.

Support Programs – with MS impacts everyone in the family. The Greater Delaware Valley Chapter offers a full slate of programs aimed at educating people about how to overcome the disease's physical, social and financial effects, whether you are a person living with MS or a caregiver

Direct Financial Assistance – Our chapter is committed to helping people with MS maintain independence through emergency financial assistance, medical equipment and home modifications, respite care, and transportation for medical appointments

Activism – The National MS Society advocates for federal, state and local government change essential to people with MS





Step 1: Get started

GET REGISTERED

Pick a team name and register as the captain by visiting **MScycling.org**, clicking on "Register," then the "Start a Team" button. **Are you already registered? Contact us to create your team.**

Now you can spread the word and get members registered, see step three on page 8.

GET HELP

Recruit others to help you. Jobs can include:

- **Recruiter:** Gets cyclists to register and monitors online team roster report
- **Fundraising Champion:** Teaches members to fundraise and exceed the ride average of raising \$750 per cyclist. Also reminds team of important fundraising deadlines
- **Party Planner:** Plans kick off, sign-up days, fundraisers and post-event celebrations
- **Coach:** Holds training rides and instructs members on how to prepare for the ride
- **Safety Champion:** Reminds members of the rules of the road during training, recruits cyclists to participate in group riding skills courses and promotes responsible cycling to the team

Joining the team

1. Go to **MScycling.org**
2. Click on "Register"
3. Click "Join a Team"
4. Enter team name _____ and search
5. From results, select the matching team name
6. Click on "Join Our Team" and follow the remaining steps

**Are you already registered?
Contact us to create your team.**



Find great tools and team resources online

Visit **MScycling.org**, click on "Team Resources" on the side of the page to access:

- **Special team updates and information.**
- **PR Package:** Promote your team to local media to help recruit team members, increase donations and advertise the ride
- **Sample Team Timeline:** Let our sample team timeline guide your team to a successful year
- **Team jersey vendors**
- **And more!**

Step 2: Set Goals:

Fundraising Goal:

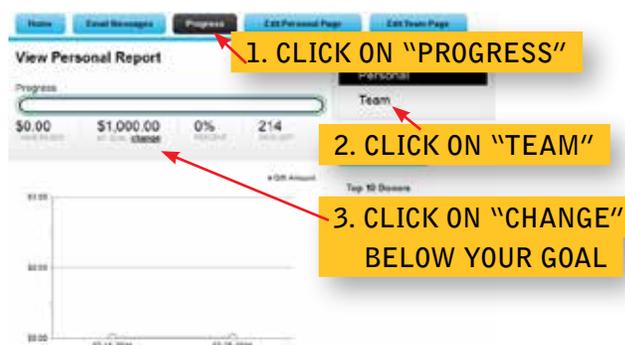
- Challenge your team to increase its overall fundraising by 10%
- Challenge each cyclist to become a VIP by raising \$1,000 individually
- Set a goal to win a prestigious team award (see page 13 for list)



THE AVERAGE CYCLIST RAISES \$750 – AIM TO BE ABOVE AVERAGE!

Establishing a goal is an easy way to maintain motivation and give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams, while keeping these tips in mind:

- Goals should be realistic, but significant; if it requires hard work to attain, it will be a source of pride for your team
- Get input from the entire team. Having them believe in the goal from the word “go” will make your job as team captain that much easier
- Set a goal for team size as well as collective fundraising. Supporting more team members can mean more substantial fundraising
 - » **Recruitment Goal:** Did you have a team last year? Strive to increase the team size by 10-15%. Are you a first-year team? Aim to recruit 10% of your company’s employees
- Don’t keep your goal a secret! Use email, team pages and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them
- If you are part of a large corporate team, have departments set their own goals to create some fun internal competition
- Using the goal setting worksheet on the next page can help you work through these considerations for your team
- Update your fundraising goal by logging into “Participant Center” on **MScycling.org**





Team Captain Goal-Setting Worksheet

City to Shore
Ride

Team: _____

Captain: _____

Co-Captains: _____

When setting your team goals, look back at your team's performance last year (if applicable).
The average cyclist raises \$750 at Bike MS: City to Shore Ride.

Previous Year's Results:

Number of team members: _____

Dollars raised: \$ _____

Your team member average: \$ _____
(dollars raised divided by number of team members)

This Year's Goals:

Number of team members: _____
(20% increase = number of previous year cyclists x 1.2)

Minimum goal: \$ _____
(team member goal x previous team member average)

Suggested goal: \$ _____
(team member goal x \$750 Bike MS average)

This Year's Team Goal:

Strategic Plan (Check when completed)

1. Appoint co-team captains
Due date: _____

Ideas of who to ask:

1. _____

2. _____

3. _____

2. Customize team Web page at
MScycling.org
Due date: _____

3. Team kick-off announcement to all
previous members/company employees
Due date: _____

4. Recruitment activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____		

5. Fundraising activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____		

6. Email to all team members announcing
goals and activities
Due date: _____

7. Thank you note to all team members
Due date: _____

Step 3: Recruit team members

Spread the word and watch your team grow!

PUBLICIZE YOUR GOALS

People respond to challenges. Post a Bike MS bulletin board and keep a progress thermometer. (Print a progress poster from the **Team Resources** page at **MScycling.org**.)

SPREAD THE WORD

Tell your family, friends and co-workers about Bike MS, why you're participating and ask them to join or sponsor your team.

Use the Know Your Networks Worksheet on page 10 to make a list of possible team members and personally ask them to join your team.

ORDER MATERIALS

Visit the Team Resources page at **MScycling.org** to order all the materials you need to promote your team and fundraise.*

- **Display posters and rack cards at the office:** Display Bike MS materials everywhere you can at work. Cafeterias, restrooms, health clubs and break rooms are great locations. Drop brochures in your co-workers' in-bins or on their desks
- **Trading Cards:** These cards are the perfect size for cycling jersey pockets. Bring them to your next training ride to help you recruit fellow cyclists to join your team
- **Neighborhood Stores:** Display posters and rack cards in your local supermarkets, convenience stores, cafe, etc.

**Add stickers with your team and contact information to make it easy to recruit!*



CONTACT YOUR BIKE MS STAFF

You'll get one-on-one help from your team coordinator. We can:

- Visit your company for a Q&A session or sign-up day
- Meet with you and your team leaders to strategize
- Provide customized team flyers and registration forms
- Answer questions to help you organize your team

TEAM RALLY

Hold a kick-off to energize your team and potential members or promote and attend one of our Bike MS Happy Hours hosted throughout the summer. See **MScycling.org** for dates and locations.



Step 3 continued: Recruit online

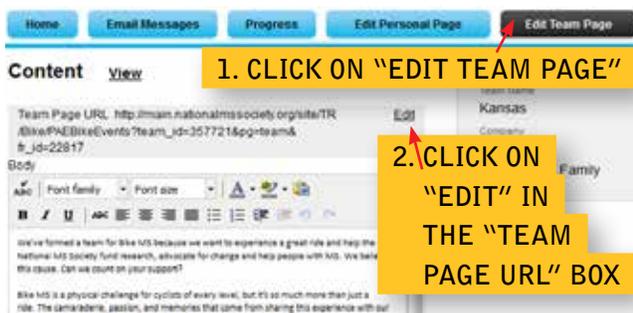
REGISTRATION

Remind cyclists to click on "Join a Team" when registering and search for your team name. If they are already registered, contact the Bike MS staff to have them added at **1-800-445-BIKE** or **MScycling@pae.nmss.org**. See page 5 for instructions.

MANAGING YOUR TEAM:

Log in to your account on MScycling.org to:

- Personalize your team page. Include your company's logo (if applicable), your team's story and photos. The more you personalize, the more likely you are to recruit new cyclists
- Create a simple URL to your team page



- View and print your entire team roster
- Send recruitment emails to your team members
- Watch your fundraising tracker

Use other tools online to help you succeed:

- Modify your email signature and let your social network know you're recruiting team members
- Use Facebook, Google+, Twitter and LinkedIn to recruit team members. Tweet or change your status to show your commitment to Bike MS, and swap out your profile picture for a logo (logos and other digital downloads are available on the "Team Resources" page on **MScycling.org**). Don't forget to update your friends regularly with your progress!



ATTENTION CORPORATE TEAMS:

Teamwork is the key to your success!

Why is the team program important for my company?

- Develops team spirit and boosts morale
- Increases the company's visibility and shows its commitment to the community
- Offers employees a chance to bond outside the office
- Unites you with at least 100 other local companies who have joined the fight against MS

How Do I Recruit?

- **Company Support:** Announce your team in the company newsletter or intranet
- **Corporate Sign-Up Days:** Ask your Bike MS team coordinator to come out to your organization to promote the ride and take registrations

How can my company support the team?

- Ask about matching gifts. This is the easiest way to double your fundraising efforts
- Ask your employer to sponsor your team registration fees, donations or jerseys
- Recruit an executive champion to lend his/her name to your recruitment efforts



KNOW YOUR NETWORKS WORKSHEET

PERSONAL Write down your ideas of who to contact and how (reach out by phone, e-mail, Facebook Boundless Fundraising, letter-writing, fundraising events)	
Family	<input type="checkbox"/> Go beyond your immediate family <ul style="list-style-type: none"> • Who did you see at the last holiday party or reunion? <input type="checkbox"/> Your children's activities <ul style="list-style-type: none"> • Reach out to other parents you know through activities
Friends	<input type="checkbox"/> Include friends from other periods of your life <ul style="list-style-type: none"> • Grade school, high school, college, graduate programs <input type="checkbox"/> Informal groups or clubs <ul style="list-style-type: none"> • Book or knitting clubs, poker night
Distant contacts	<input type="checkbox"/> Review wedding or shower guest lists (put that guest book to use!) <input type="checkbox"/> Your holiday card list <input type="checkbox"/> Sorority/fraternity sisters/brothers
Community	<input type="checkbox"/> How are you involved in your community? <ul style="list-style-type: none"> • Volunteer activities/organizations • Civic organizations
Daily activities	<input type="checkbox"/> What does your average day or weekend look like? <input type="checkbox"/> What businesses do you frequent? <ul style="list-style-type: none"> • Market, dry cleaners, pharmacy, gym, salon and doctors

PROFESSIONAL Write down your ideas of who to contact and how (reach out by phone, e-mail, Facebook Boundless Fundraising, letter-writing, fundraising events)	
Co-workers	<input type="checkbox"/> Ask outside your department or direct contacts <input type="checkbox"/> Former co-workers from previous jobs or positions
Clients, partners, vendors	<input type="checkbox"/> Who do you regularly interact with? <input type="checkbox"/> Where does your business regularly spend money? <ul style="list-style-type: none"> • Reciprocated support
Professional groups	<input type="checkbox"/> Think of different organizations whose meetings you attend regularly <input type="checkbox"/> Do you pay membership dues anywhere? <ul style="list-style-type: none"> • Industry groups, professional development, social networking organizations

PERSONAL RESOURCES: Facebook (get in touch and use Boundless Fundraising, the application provided by the Society), invitation and showers lists, card or mailing lists, team rosters, membership lists

PROFESSIONAL RESOURCES: LinkedIn, Outlook contacts, Office directory, Intranet, Chamber of Commerce directory

Step 4: Fundraise

GET YOUR TEAM INVOLVED

Bike MS teams are responsible for more than 80% of the funds raised through our major fundraising events, funds that provide much-needed research and services for 14,000 local people living with MS. **This is why your team is so important.**

- **VIP perks:** All cyclists raising \$1,000 become part of the exclusive VIP Club. Tell your team members about the VIP perks, including the VIP jersey and credentials, special treatment the day of the ride, prizes received post ride and much more
- **Welcome/fundraising kits:** Make sure your team members know about them. The sooner your members register, the sooner they'll get their kits in the mail
- **Raffle incentives:** Ask local restaurants or stores to donate products or gift cards and raffle them off to your top fundraising team members



HOLD TEAM FUNDRAISING EVENTS

- Ask at work. Find out if your employer has a matching gifts program. Get your employer to make a donation, plus, don't forget to ask your co-workers, too!
- Car washes, beef n' beers, bake sales, candy sales are other fun ways to fundraise!
- Visit **MScycling.org** and click on "Fundraising Tools and Resources" for our "55 Fundraising Ideas," sample letters, worksheets, pledge sheets, social media tips, promotional materials and more!

PARTICIPATION REQUIREMENTS

All cyclists (each team member) must complete the following by the morning of the ride:

- **12+** • **Be at least 12 years of age by the day of the ride**
 - » Minors Policy: Our priority is to provide a safe ride experience for all participants. As a result, the National MS Society has instituted a policy that no one under the age of 12 will be permitted to ride in City to Shore. Visit **MScycling.org** to learn more
- **Complete the waiver/safety pledge upon registration.**
- **Turn in at least \$300 in donations**

AUG 01 BONUS FOR EARLY MONEY TURN IN

Raise at least \$400 by August 1, and receive a commemorative long-sleeve T-shirt. Continue fundraising and aim high to become a VIP! Visit **MScycling.org** for more details.

AUG 31 GET YOUR RIDER NUMBER IN THE MAIL

Raise the \$300 minimum by August 31 to receive your rider number in the mail after labor day.

OCT 31 PRIZE FORM AND EXTRA DONATIONS DUE

You must turn in your prize form and additional donations to receive your prize.

We must receive your donations by these dates.

TEAM AWARDS

Each year our top teams are recognized at an awards ceremony. Encourage your team members to aim high and win one of the coveted team awards. See page 13 for list of awards.

Step 4 continued: Fundraising online

FUNDRAISE THROUGH THE PARTICIPANT CENTER

Online fundraising has become one of the most popular and most efficient ways to fundraise. Start fundraising online now.

Visit MScycling.org and log into “Participant Center” (at the top of every page) to take advantage of:

- **Your own personal fundraising page:** Customize your personal page with your photo and the reason why you ride and your goal. Upload a photo of you or your team and share your team story of how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words and photos, Please, encourage each team member to do the same.
- **“Support me” emails:** Send an email out to everyone in your address book
- **“My progress” area:** See sponsors who have made pledges to you
- **Follow-up reports:** Track all electronic correspondence
- **Set up a simple URL for your team page:** By doing this, you will be able to easily direct people to your team page. Put a link to your fundraising page in the signature of your email
- **Track your team members’ progress**
- **Track donations made to the team**
- **Boundless fundraising:** Click on the “Fundraise with Facebook” icon to activate the Boundless Fundraising app on your Facebook page



Visit MScycling.org and click on “Fundraising Tools and Resources” for more information and tools!

Studies have shown that sponsors give more when they pledge online. Tell your team members to start emailing today!



TEAM RESOURCES ON MSCYCLING.ORG

- **Sample Team Sponsorship Proposal:** Customize this PowerPoint presentation to help gain team sponsorship
- **Team Progress Thermometer Poster:** Track your team’s fundraising and recruitment progress for everyone to see
- **And much, much more!**

FUNDRAISE THROUGH YOUR SOCIAL NETWORKS

- **Harness the power of Facebook, Google+, Twitter and LinkedIn** to recruit donors and fellow cyclists. Tweet or change your status to show your commitment to Bike MS, and swap out your profile picture for a logo. Don’t forget to update your friends regularly with your progress!
- **Bike MS logos and digital downloads:** Find these and more at MScycling.org, click on “Event Details” and then “Team Resources” on the side



Step 5: Make it meaningful – aim high for team awards

TEAM ACHIEVEMENT AWARDS:

- **Gold Level Team – \$5,000**
- **Platinum Team – \$10,000**
- **Diamond Team – \$20,000**
- **Mission Possible Team – \$50,000**
- **Tour of Champions – \$75,000**
- **Millennium Circle Team – \$100,000**

TOP TEAM AWARDS

- **Team VIP Award:** All teams with 60% of team members individually raising \$1,000 or more
- **Largest Corporate Team**
- **Largest Friends & Family Team**
- **Top Fundraising Team**
- **Partners in MS Team:** Given to the team that displays deep commitment to the mission
- **Outstanding First Year Team:** Exhibits outstanding recruitment and fundraising efforts in their first year with the ride

- **Most Improved Team:** Team exhibiting the most growth in fundraising and recruitment
- **Most Team Spirit:** Team that exemplifies the most “spirit” before and during the ride
- **Best Team Jersey / T-shirt**
- **Team Safety Awareness Award:** All teams that have one Responsible Cyclist for every 10 team members, distribute safety messages via email or newsletter to their team members, hold training rides that review safe cycling procedures and display safe riding behavior during the ride weekend

SPECIAL CITY TO SHORE AWARD:

Larry Kane’s Chairman Cup

This traveling trophy is given to a City to Shore team or individual for their dedication to the goals of National MS Society and its mission.

SPECIAL BENEFITS FOR TEAMS

- Special team fundraising and recruitment incentives throughout the summer months
- Rider number pick-up session for teams with 25+ team members
- Bike MS staff assigned to work with your team

RIDE WEEKEND EXPERIENCE

- **Opportunity to rent a team tent:** Teams with 50 or more members have the opportunity to rent a tent at the PATCO start.
- Team photos at both the PATCO start and Ocean City finish
- Book team housing in Ocean City
- **Ocean City:** Make the best out of your weekend with our

CONGRATS TO LAST YEAR’S WINNERS!

See who won these prestigious awards by visiting the “Team Resources” page at [MSclimbing.org](https://www.msclimbing.org).

Visit the Team Resources page at [MSclimbing.org](https://www.msclimbing.org) for a list of all team benefits and awards.

Bike MS Teams Go Above and Beyond



From Bananas and Bread to Bicycles and Bike Racks - NFI Delivers

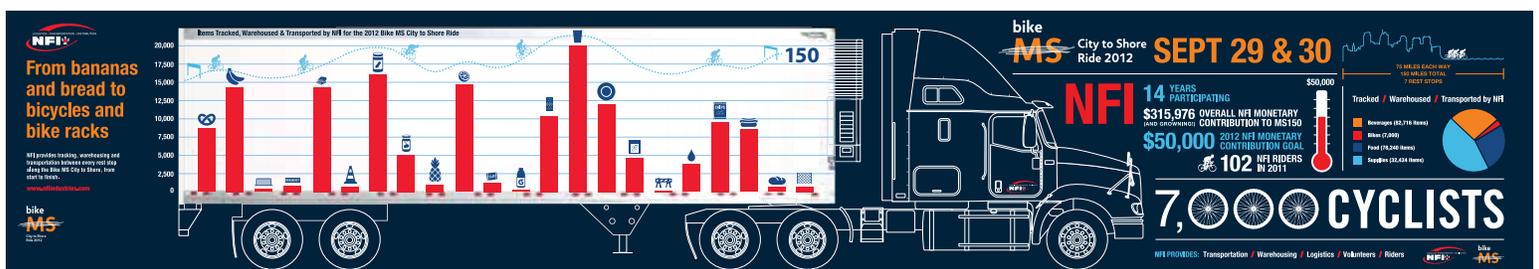
For the past 14 years, Team NFI has volunteered and cycled for the cause in the chapter's Bike MS: City to Shore Ride. Each year, riders and volunteers have raised funds and participated in the annual 150-mile bike ride from Cherry Hill to Ocean City, N.J. to help fight MS.

NFI, a supply chain management company based in Cherry Hill, is the official logistics sponsor for the event. For the third consecutive year, NFI leveraged its resources and provided full logistics, transportation, and warehousing services for supplies such as food and beverage items, bicycles, luggage and bike racks. The company partnered

with the MS Society to ensure first-rate execution of the two-day journey for all 7,000 cyclists by warehousing, transporting, and tracking all items for each rest stop along the way.

Furthermore, NFI built a team of more than 100 employees, friends, and family to ride and volunteer for the event in 2012. One of the company's core values is social responsibility, and the team was eager to uphold these values by riding for MS.

Throughout the years, Team NFI has contributed more than \$300,000 to the event.



Team Merck: 2012 Marked 20 Years of Commitment

Celebrating its 20th anniversary in 2012, the Merck team is still going strong. The team joined the ride in 1993 with 2012 marking the 20th consecutive year that the team has participated in the Bike MS: City to Shore Ride. Over the years the team has raised more than \$1.3 million and continually takes home top team awards and top ranking titles year after year including "Best Rookie Team" their first year, "Corporation of the Year" and the always coveted "Larry Kane Chairman's Cup."

Not only has the Merck team been very successful at fundraising for the Society, the weekend of the ride has been a great bonding experience for employees, forming lasting memories and exemplifying Merck's commitment to community service. In the history of the team, over 2,250 Merck cyclists have made the journey, riding a total of more than 200,000 miles!

The Merck Cycling Team, with the continued support of Merck & Co., Inc., has also helped to promote the Merck brand. The team has worn jerseys bearing the Merck logo, and in years past also showing the names of select products. The result has been a "buzz" among the thousands of participants, spectators, volunteers and others that Merck is a respected sponsor of this worthwhile effort. In 2012, to celebrate the long-standing tradition of participating in this ride, the Merck team sported a special edition commemorative jersey in honor of their 20th anniversary.

Merck continuously ranks among the top three teams year after year. The 116-member team raised over \$70,000 in 2012. We thank them for their continued support.





Riding to Reach \$1 Million: Jersey's Team

For Jersey's Team, the 2012 Bike MS: City to Shore Ride was a million miles in the making. After the round trip journey to Ocean City in September, Jersey's Team hoped to be the third team in the ride's history to surpass the \$1 million cumulative fundraising total. Not to mention being the smallest team to ever do it. And they did it!

"Jersey's Team was started 13 years ago, in honor of my father, Jerald (Jersey) Brownstein, who was diagnosed 20 years ago with progressive multiple sclerosis," said team captain Andrea Rosenthal. "In addition to riding to help raise money for MS, we also believe it is important to raise awareness of MS, what it is and how we can help those who are affected by a diagnosis."

Having participated in City to Shore for the past 10 years, Rosenthal was named the number one fundraiser in 2011's century ride. The Ambler, Pa. resident rode 175 miles in two days.

"My personal goal for this year is to raise \$20,000, and together with my husband and two daughters who also rode with me, as a family we hope to raise at least \$25,000," Rosenthal said. "Our team raised



over \$90,000 in 2012 putting us over the \$1 million mark. I am in awe of how well our small team does with fundraising."

Fundraising is not all that drives this team to greatness. They have become their own unique family. With this past year's team growing to about 100 riders; it is definitely a big family full of incredibly fun giving individuals.

"We provide biking shirts for our team, sport shirts for our team and their families, a pep rally dinner," Rosenthal said. "And for those pedaling both ways, we provide housing and a team dinner in Ocean City."

"I am really proud of Jersey's Team," Rosenthal said. "Not just for all that we accomplish as a team with fundraising and raising awareness but also for what we do for one another and being a part of 'Jersey's Team.'"



St. Albert the Great Gators: Riding to Stop, Restore and End MS

In 2012 to celebrate their 10th anniversary riding in Bike MS: City to Shore, St. Albert the Great Gators aimed to ride for a reason. Team Captain Tony Faillace set a goal for his team; he wanted to be the largest City to Shore team as a celebration of their commitment. Tony reached out to all past team members and encouraged them to join the team, as riders or fundraising volunteers.

"In the end, what's most important is that we are raising funds to support the National MS Society to Stop, Restore and End MS," Tony said in his letter to past members. "I will still ask that everyone register and raise at least \$300 so everyone can be an official team member and St. Albert's can be in the running to be the largest City to Shore Team."

In 2012, the team raised \$56,485 and was 111-team members strong. In addition, the team decided to ride the last mile together and cross the finish line in Ocean City as a team.

St. Albert the Great Gators received the Team Spirit Award in 2012. The award is given annually to a team that exemplifies "spirit" before and during the ride and the Great Gators truly deserved this honor.

"What a thrill and what a way to commemorate 10 years," Tony said.

Dear Friends,

Ten years ago, you helped me join the movement to create a world free of MS by creating our St. Albert's cycling team. In that time, over 230 members have raised roughly \$400,000. The 2012 Bike MS: City to Shore Ride on Sept 29 and 30 will be the team's 10th Anniversary and I would like to do something extraordinary to celebrate our decade long commitment.

I have a vision for St. Albert's to be the largest 2012 City to Shore Team and that we all cross the Ocean City finish line together. Over the years, I know that many of you have become really busy with "life" and you can't train for a 75, 45 or even 25 mile ride and that's okay. I still want you to commit to be a part of this year's Ride. In the end, what's most important is that we are raising funds to support the National MS Society to Stop, Restore and End MS. I will still ask that everyone register and raise at least \$300 so everyone can be an official team member and St. Albert's can be in the running to be the largest City to Shore Team. What a thrill and what a way to commemorate 10 years.

I have already done some preliminary planning on the location where we will meet on Saturday, September 29 at 3 p.m. right after you enter Ocean City via the tolls and ride the last mile to the finish line. The Society has generously offered to have volunteer photographers at the finish line to capture the moment and a team photo on the Ocean City Boardwalk.

I really hope you're all willing to help with this and join me next year. To register, go to www.nationalsociety.org/goto/StAlbert

~ Tony

PS – If you're really not interested in riding, you can volunteer! As a volunteer, you can register as a member of the team and you can still fundraise. It's win-win because you count as a team member and your fundraising dollars count towards our team goal. Plus, volunteers don't have a registration fee or fundraising minimum!

About multiple sclerosis.

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.

Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.1 million worldwide.

About the National MS Society.

MS stops people from moving. The National MS Society exists to make sure it doesn't.

We help each person address the challenges of living with MS. We are people who want to do something about MS now. Join the movement at nationalMSSociety.org.

Early and ongoing treatment with an FDA-approved therapy can make a difference for 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 1-800-FIGHT-MS (344-4867).



Be a champion at Bike MS.

Bring the mission to life with the Bike MS Champions program. Ride for someone you know or check out those you have helped by riding.

Learn more at nationalMSSociety.org/BikeMSChampions