Dear X,

Last year, \_\_\_\_ employees, family and friends joined together for an amazing weekend and experience at the Bike MS: City to Shore Ride. Together we raised $5.6 million, the second highest amount in City to Shore history, for those living with MS in our area! **This year our team hopes to recruit over \_\_\_\_\_\_\_ cyclists and we hope you plan to join us.** If you haven't done so already, please register today for September 28 & 29. Whether you ride or volunteer, you can take part in the excitement.  
  
This is a first class event - every need you have is catered to, the feeling of crossing the finish line is exhilarating and the rewarding sense of helping those with MS is beyond compare! Plus, we offer special perks to our team members:  
*(please alter these to suit your team)*  
Free Jersey  
Training Rides  
Team Housing  
Discounted Registration Fee  
Matching Gifts  
  
Scientists are continuing to expand their understanding of multiple sclerosis, and that is leading to exciting treatment news – including the approval of the third oral treatment for MS, Tecfidera. While this is a great victory for people with relapsing forms of MS, there’s still much work to be done.

Register as a cyclist or volunteer today, or to learn more about Bike MS, at [www.MScycling.org](http://www.MScycling.org).   
  
Together, we will ride to create a world free of MS.