



### **Bike MS: Coast the Coast**

May 17 and 18, 2014

Route options:

- 25, 50 or 85 miles (Saturday)
- 85 miles (Sunday)
- 170 miles (Saturday & Sunday)

Anyone at a company can start a Bike MS: Coast the Coast team! Gather a group of co-workers, invite your family and friends, and team up to bike toward a world free of MS.

**A Bike MS team can consist of both cyclists & volunteers.**

There are a variety of volunteer opportunities available during the event weekend.

**For more information on starting a Bike MS team, volunteering, holding an informational meeting or other recruitment ideas, contact:**

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Corporate Relations  
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or

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Manager of Teams &  
Volunteers  
(732) 508-4424  
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### **DON'T JUST RIDE, BIKE MS!**

Bike MS presents companies with an opportunity to support a reputable and established charitable organizations *without* presenting a cash sponsorship. Bike MS is a great way to stay committed to the community for little to no cash outlay.

Starting a Bike MS: Coast the Coast team allows companies to:

- Increase customer loyalty by elevating their reputation and presence in their local and surrounding community
- Increase employee commitment through increased morale and team-building experiences
- Foster collaboration across departments and campuses
- Enhance corporate pride and employee retention
- Promote health and wellness within their organization.

Anyone can start a Bike MS team. Employees are responsible for their personal fundraising minimum (determined by ride length), and companies can chose to assist their corporate team by supporting recruitment efforts, underwriting team jerseys or providing matching funds.

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### **Joining the Movement is as easy as 1, 2, 3 ...**

1. Recruit a Team Captain.
2. Register as a Corporate Team online or via phone.
3. Let the fundraising and recruitment begin!

### **We will be here for you every pedal of the way!**

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**Multiple sclerosis** interrupts the flow of information from the brain and body and stops people from moving. MS is an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness to tingling to blindness and paralysis. Most people with MS are diagnosed between the ages of 20-50.

**The National MS Society** helps people affected by MS by funding cutting-edge research, driving change through advocacy, providing financial assistance and providing programs and services designed to help those living with MS and their families move their lives forward.

**The New Jersey Metro Chapter** is one of the largest chapters in the Society serving more than 10,000 people living with MS in the state. With offices located in Oakhurst and Paramus, the Chapter services individuals and families living in: Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties. For more information visit [www.nationalMSsociety.org/njm](http://www.nationalMSsociety.org/njm).

**register today at**

**[bikeNJM.NationalMSsociety.org](http://bikeNJM.NationalMSsociety.org)**

**National MS Society New Jersey Metro Chapter**

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