

Sept 9, 2011

Dear: St. Paul County

We have the opportunity to again join the country in the fight to beat Multiple Sclerosis! This year marks the fifth annual Lakeland Enerflex MS Walk. Along with the 2nd MS Xtreme Challenge ½ Marathon. The marathon was a new addition this year and was a great hit; we look forward to bringing it back again next year. With the support of over 100 volunteers these events continue to be a fantastic success!

This year the Lakeland raised **\$178,918** with over **360** participants breaking last year's record of **\$163,316.39!** The Lakeland Region has proven to the rest of Canada what a small community with a big heart can do. Your valuable support has helped raise over **\$493,000** over the last four years!

Funds raised from this event are allocated to two important areas 50% of the proceeds of the walk will stay right here in the Lakeland area providing important client supports and 50% will be directed towards research to help find a cure to End MS.

On May 12, 2012 the Lakeland will host the FIFTH Annual Lakeland Enerflex MS Walk and the 2nd Annual MS Xtreme Challenge ½ Marathon.

Your support will benefit families in this area affected by MS. These families may not have gotten the support so quickly, given living in a rural area. Many goals are being met through programs that are offered right here, thanks to the people in the Lakeland's help.

These programs enhance quality of life by reducing isolation, finding peer support, improving physical and emotional well being, learning to self-manage symptoms, and coming together to celebrate. Many supports have been made available; these include financial support, advocacy for those who need assistance when applying for government funding or special assistance from the MS society, and support groups. Support groups are held in Cold Lake, St. Paul and Bonnyville. This year the goal is to extend these groups to other towns in the region such as Athabasca and Lac La Biche. MS member picnics and socials, yoga sessions, information sessions with neurologists and mobility professionals just to name a few. Your dollars will go a long way in providing improved quality of life of those affected by MS.

Brenda Hamm
MS Walk/Client Services Coordinator
Ph: 780-645-3441 ext. 226

MS Advisory Council Lakeland Area
Gail & Harry Plouffe 780 645-5121
Sherry Bower-Gagne 780 724-3594
Corinne Lotoski 780 645 4773
James Purdy 780 207 7389
Mike Van Der Hoek 780 646 2059
Genevieve Laurent 780 646 3942
Jennifer Muirhead 780 726 2626
Sue Carter 780 639 4640
Brenda Hamm 780 645-3441 ext226

Our mission: To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

I am writing to request your support of the MS Society and the Lakeland Walk for MS by providing the following.

A monetary donation will allow us to direct more funds toward helping families struggling with MS here in the Lakeland Area.

In recognition of your sponsorship, the MS Society will provide **St. Paul County** with the following rights and benefits:

\$500+ Sponsorship	\$1000+	\$2000+
<ol style="list-style-type: none"> Place logo on: <ol style="list-style-type: none"> T-shirts Brochures Posters 3 Footnotes Newsletters MS Society of Canada / Lakeland Area Web page: www.mssociety.ca Opportunity to have banner placement at Walk site. Public recognition of St. Paul County on PA announcements Support to St. Paul County using dedicated Team MS staff resources. 	<p>Includes all \$500 Sponsorship pkg. with addition of;</p> <ol style="list-style-type: none"> Additional on-site opportunities: <ol style="list-style-type: none"> Product sampling Promotional items to distribute Cooperative advertising and promotional opportunities Cooperative advertising and promotional opportunities Use of MS Society corporate logos/marks (with approval) 5 x 15 second live ads promoting St. Paul County on walk day by emcee. Logo of the St. Paul County displayed prominently in center of stage on Walk day Ongoing recognition of St. Paul County during yearly MS Lakeland Events. 	<p>\$2000+</p> <p>Includes all \$1000 level sponsorship pkg. with addition of ; Walk Route Title.</p> <p>\$5000+</p> <p>Includes all \$1000 level sponsorship pkg. With addition of Title Sponsor for a Lakeland Regional Client Services Program for the year.</p> <p>If these do not meet your needs please let us know. We will work closely with you to develop a custom-designed sponsorship program that will be specifically suited to your company's business and marketing needs."</p>