



Central & Eastern  
Virginia Chapter  
2014

## NEWS YOU NEED

WALK TO CREATE A WORLD  
FREE OF MS



### WALK MS SCHEDULE

#### **Newport News Park, Newport News April 5, 2014**

Address: 13560 Jefferson Avenue

Walker Check In: 8:00 a.m.

Walk Start: 9:00 a.m.

Finish Celebration: 10:00 a.m.

Route: 1.8 mile paved path

#### **Mt. Trashmore Park, Virginia Beach April 6, 2014**

Address: 310 Edwin Drive

Walker Check In: 1:00 p.m.

Walk Start: 2:00 p.m.

Finish Celebration: 3:15 p.m.

Route: 1.5 mile paved path

### WHY IS RAISING FUNDS THROUGH WALK MS IMPORTANT?

The primary goal of Walk MS is to raise funds to support those living with MS. By raising funds, you are helping the National MS Society, Central & Eastern Virginia Chapter provide programs and services to the over 5,600 area residents living with MS, as well as fund crucial research.

- There is no minimum amount that you must turn in; however, we kindly suggest a fundraising amount of at least \$25 by walk day.
- In order to qualify for a Walk MS T-shirt, you must raise at least \$125.
- If you are with someone who is registering the day of the walk, he or she will be asked to turn in donations to participate.
- Everyone has until July 10th to turn in additional money and qualify for prizes.

### EARLY CHECK-IN

The week prior to the walks, you may check-in at the Chapter Office (760 Lynnhaven Pkwy, Suite 201, Virginia Beach, VA 23452) on Thursday, April 3 from 11 a.m-7 p.m.

#### **AT EARLY CHECK-IN YOU CAN:**

- Turn in the pledges you have collected to date, sign your waiver, and receive your meal wristband.
- If you have turned in at least \$125 in donations, you may pick up your Walk MS T-shirt and meal wristband.
- Split money among team members and families. All walkers need to turn in donations in order to participate; therefore, if you have team or family money to split, speed up your registration by coming to early check-in or splitting your money before coming to Walk MS. (Note: team captains may not pick up materials for team members without signed waivers.)

If you take advantage of Early Check-In, you will NOT have to check in at the event--just show up and walk!

If you have any questions, or need directions to the Chapter office, please contact Clare Lorio at (804) 591-3037.

## EVERYTHING YOU WANT TO KNOW ABOUT WALKER CHECK-IN

### WHAT IS THE MINIMUM PLEDGE OR FUNDRAISING AMOUNT?

To participate in Walk MS, we kindly suggest a fundraising amount of at least \$25 by walk day to receive a meal wristband. To be included in fundraising prizes, walkers must have funds turned in by July 10th, 2014.

### HOW DOES WALKER 'CHECK-IN' WORK AT THE WALK?

1. Please fill out a deposit slip, sign the waiver, and attach it to the outside of an envelope. Enclose all of the pledges you have collected to date in the envelope and seal it. **DO NOT PLACE your deposit slip in the envelope; please attached it to the outside.** Turn in this envelope at the Registration Tent.
2. If you turn in \$125 or more by the day of the event, you will receive a 2014 Walk MS T-shirt.
3. ALL individual walkers must check-in (if you came to Early Check-In at the Chapter Office this does not apply to you). For liability purposes, we must have an account of everyone on site walking with us. Everyone 3 and up must be registered; children 7 and up must turn in donations to participate. Only registered walkers receive meal wristbands.
4. **If you are on a team, you can avoid the registration line by providing your deposit slip (with waiver signed) and envelope to your team captain. We will have a separate Team Captain Registration Tent where Team Captains will turn in donations and pick up t-shirts and meal wristbands for their walkers. If you have questions, please contact Clare Lorio at [clare.lorio@nmss.org](mailto:clare.lorio@nmss.org) or 804-591-3037.**

### HOW TO CHECK-IN FASTER?

- Split your money prior to the walk.
- Fill out your deposit slip and sign your waiver, seal your money in an envelope, and attach the deposit slip to the outside.

### DO I NEED TO BRING A DEPOSIT SLIP/ENVELOPE ON THE DAY OF THE WALK IF I HAVE ALREADY TURNED IN MY PLEDGES?

**Yes! A deposit slip with a signed waiver is needed from each walker over 3 years old.** In addition, if your money has been submitted in advance of the walk, you need to visit the Registration Tent to pick up your meal wristband and t-shirt (if you qualify).

### CAN MY FAMILY OR TEAM COMBINE OUR PLEDGES INTO ONE ENVELOPE?

No. Each member needs to turn in their own pledges. If family or team members combine pledges only the member turning in the pledges will get credit and be eligible for prizes. If you fundraised as a team or family, divide the funds prior to the event and have each team/family member turn in their portion. Combined donations submitted will be applied to the team or to the walker turning in the envelope; therefore; please pre-split your money.

### WHEN DO I TURN IN THE BALANCE OF MY PLEDGES?

You have until July 10th to turn in the balance of your donations and to be eligible for prizes.

### CHECK-IN DEPOSIT SLIP:

- Put the money you have collected in an envelope, attach your completed check-in deposit slip, and bring it with you to Walk MS. **DO NOT PLACE** your deposit slip in the envelope; please attach it to the outside.
- Bring the deposit slip (with the waiver signed) even if you are not turning in any money!
- Please turn in one signed deposit slip for every person age 3 and up.

## MY PET HAS SPIRIT CONTEST--SPONSORED BY CARE-A-LOT PET SUPPLY

The "My Pet has SPIRIT" Contest is open to all registered walkers. During the Finish Celebration the audience will select by applause the pet with the best costume and the most MS spirit. So, dress your pet up and bring them on out to enjoy the festivities as well.

Just a reminder: All dogs must be on a leash and don't forget to clean up after your pet! It's important for the safety of your dog and others that s/he be up to date on all vaccinations, wearing their rabies tag, and only be brought to the event if they are good natured. **We reserve the right to ask an owner to remove a pet from the event if a problem occurs.**



## CELEBRATE SUCCESS AT YOUR TEAM TENT

The Team Village is a group of tents in a designated area at Walk MS for teams and their members. Every team that raises \$5,000 or more will have a complimentary tent provided to them. Team tents may also be rented through the chapter for \$125. Please reserve your tent by March 31st with Clare Lorio at [clare.lorio@nms.org](mailto:clare.lorio@nms.org) or 804-591-3037.

Bring your own chairs, snacks, decorate it to show your team spirit, and enjoy the success of the team together! **\*Personal tents are not allowed.**

## NEW FOR 2014 VIRGINIA BEACH WALK MS: TAKE A SEAT, MAKE A FRIEND



**How do you connect with new people?**

**How creatively could you make friends with a stranger?**

When you're a kid, you can connect with almost anybody. But as you get older, friendships can be harder to find. So we are piloting this fun space at Walk MS: Virginia Beach where people can take a seat and make a new friend. Be sure to check out this special tent and look for it to roll out to other sites in the future.

## NEW FOR 2014 NEWPORT NEWS WALK MS: RAFFLE

All walkers will receive a ticket for a chance to win a basket at Walk MS. Additional raffle tickets will be available for purchase--1 ticket for \$3, 3 tickets for \$5, or Nose to Toes tickets for \$20. Walkers can place their ticket(s) in the bowl for the basket(s) they would like to win and a winning ticket will be pulled during the finish celebration. Winner must be present to win.

## MAKING STRIDES

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](http://nationalMSSociety.org) or 1-800-FIGHT-MS (344-4867).

## THANK YOU TO OUR SPONSORS

VIRGINIA BEACH PRESENTING SPONSOR:



## FUNDRAISING INCENTIVES

The Central & Eastern Virginia Chapter offers great prizes to reward our top fundraisers for their efforts. Everyone who raises \$125 or more will receive a Walk MS short sleeve t-shirt. Prizes for those who raise donations above \$300 will be available from our online prize redemption company after the fundraising deadline (July 10, 2014). Set your sights high and earn great prizes, such as Walk MS clothing, exercise equipment, electronics and more!

### HOW DO I INDICATE MY PRIZE CHOICE?

After July 10th, you will receive a prize sheet in the mail with directions on how to select your prize via our online prize redemption site. You will also have the opportunity to donate your prize back to the Society.

RAISE	RECEIVE YOUR CHOICE OF:
\$300-\$499	 <p>...and several other great prize options!</p>
\$500-\$749	 <p>...and several other great prize options!</p>
\$750-\$999	 <p>...and several other great prize options!</p>
\$1,000-\$2,499	 <p>...and several other great prize options!</p>
\$2,500-\$4,999	 <p>...and several other great prize options!</p>
\$5,000-\$9,999	 <p>...and several other great prize options!</p>
\$10,000+	 <p>...and several other great prize options!</p>

### FUNDRAISING CONTEST:

For every \$100 you raise online from 3/3-5/28, you will receive one entry into a drawing for an iPad Mini!

*For the winner to be eligible, we must ALL work together to raise at least \$20,000 online by May 28th!*



# Walk MS DEPOSIT TICKET

Site (Please circle): Newport News, Virginia Beach, Richmond, Fredericksburg, Kilmarnock, Tappahannock

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Team: \_\_\_\_\_  
Emergency Contact Phone: \_\_\_\_\_

## WALK MS RELEASE AND WAIVER OF LIABILITY

In consideration for being permitted to participate in Walk MS, I voluntarily agree for myself, heirs and assigns to the following:

1. TO ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, OR PERSONAL INJURY OR PROPERTY DAMAGE as a result of participating in Walk MS.
2. TO RELEASE, WAIVE, AND COVENANT NOT TO SUE the National MS Society including staff and volunteers from any and all liability, claims, or losses relating to this event.
3. BY SIGNING BELOW, I AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THE COMPLETE WAIVER AND RELEASE which can be found at [www.walkMS.org](http://www.walkMS.org).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Parent or Guardian signature if under 18)

\$ Prior to the Walk or online: \_\_\_\_\_  
Turned in Today: \_\_\_\_\_  
Vol Initials: \_\_\_\_\_

<b>NMSS STAFF ONLY:</b>	<b>Acct #:</b> _____
\$ Cash: _____	CC: _____ Checks: _____
MG: _____	Total: _____ Initial: _____

# Walk MS DEPOSIT TICKET

Site (Please circle): Newport News, Virginia Beach, Richmond, Fredericksburg, Kilmarnock, Tappahannock

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Team: \_\_\_\_\_  
Emergency Contact Phone: \_\_\_\_\_

## WALK MS RELEASE AND WAIVER OF LIABILITY

In consideration for being permitted to participate in Walk MS, I voluntarily agree for myself, heirs and assigns to the following:

1. TO ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, OR PERSONAL INJURY OR PROPERTY DAMAGE as a result of participating in Walk MS.
2. TO RELEASE, WAIVE, AND COVENANT NOT TO SUE the National MS Society including staff and volunteers from any and all liability, claims, or losses relating to this event.
3. BY SIGNING BELOW, I AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THE COMPLETE WAIVER AND RELEASE which can be found at [www.walkMS.org](http://www.walkMS.org).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Parent or Guardian signature if under 18)

\$ Prior to the Walk or online: \_\_\_\_\_  
Turned in Today: \_\_\_\_\_  
Vol Initials: \_\_\_\_\_

<b>NMSS STAFF ONLY:</b>	<b>Acct #:</b> _____
\$ Cash: _____	CC: _____ Checks: _____
MG: _____	Total: _____ Initial: _____

# Walk MS DEPOSIT TICKET

Site (Please circle): Newport News, Virginia Beach, Richmond, Fredericksburg, Kilmarnock, Tappahannock

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Team: \_\_\_\_\_  
Emergency Contact Phone: \_\_\_\_\_

## WALK MS RELEASE AND WAIVER OF LIABILITY

In consideration for being permitted to participate in Walk MS, I voluntarily agree for myself, heirs and assigns to the following:

1. TO ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, OR PERSONAL INJURY OR PROPERTY DAMAGE as a result of participating in Walk MS.
2. TO RELEASE, WAIVE, AND COVENANT NOT TO SUE the National MS Society including staff and volunteers from any and all liability, claims, or losses relating to this event.
3. BY SIGNING BELOW, I AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THE COMPLETE WAIVER AND RELEASE which can be found at [www.walkMS.org](http://www.walkMS.org).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Parent or Guardian signature if under 18)

\$ Prior to the Walk or online: \_\_\_\_\_  
Turned in Today: \_\_\_\_\_  
Vol Initials: \_\_\_\_\_

<b>NMSS STAFF ONLY:</b>	<b>Acct #:</b> _____
\$ Cash: _____	CC: _____ Checks: _____
MG: _____	Total: _____ Initial: _____



**National  
Multiple Sclerosis  
Society**

Central & Eastern  
Virginia Chapter  
4200 Innslake Drive  
Suite 301  
Glen Allen, VA 23060

---

## FINAL WALK MS DETAILS

---

