

Help spread the word about Challenge Walk MS!

Write a letter to the editor of your local newspaper.

If the story of why you are participating in Challenge Walk MS is newsworthy or compelling (which, of course, it is!), share it with others. Write a letter to your local community paper – even send a picture. Editors will be interested in your connection to multiple sclerosis and the fact that you’re doing something positive to help everyone affected by the disease.

When deciding whether or not to send a letter to the editor, consider the potential results:

- Increased awareness of MS in your area
- Additional donations to your personal or team fundraising
- Increased media coverage of the event, resulting in additional event participant registration, additional volunteers and more donations overall
- The editor may ask for more information or a photo shoot

If you’ve decided to send the letter, include the following:

- Who you are and why you are participating. Provide your contact information (email address, phone number or both)
- Accurate information about the event, including its name, location and dates
- Details on how readers can help (e.g. join, volunteer, donate)

Remember that ANYTHING you mention or write to the publication could be printed – nothing is “off the record.”

Here’s a sample letter that you can use, or you can write your own:

To the editor:

Challenge Walk MS is a three-day, 50-mile fundraising walk benefitting the National Multiple Sclerosis Society. I will be part of the event in Door County September 20-22 because <insert your own personal connection here/why you have chosen to participate>.

Multiple sclerosis, a chronic disease of the central nervous system with no known cure, is believed to have a higher prevalence rate in Wisconsin than other states, with more than 10,000 children, women and men diagnosed. Events like Challenge Walk MS fund the cutting-edge research as well as the programs and services that benefit everyone touched by the disease.

I’m asking our community to show its support of the Movement for a world free of MS with a donation to the National MS Society or by joining Challenge Walk MS in Door County. Anyone interested can visit challengewalkMSwi.org or call 800-242-3358 in Wisconsin.

Thank you.

<your name>

<your phone or email>

<your neighborhood or town>