

FOR IMMEDIATE RELEASE

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Cyclists to take on multiple sclerosis at Bike MS: City to Shore Ride next weekend

New Jersey's premier ride to be held Sept. 24-25, 2011

PHILADELPHIA – Nearly 7,000 cyclists are expected to participate in the 31st annual Bike MS: City to Shore Ride, taking place September 24-25 in southern New Jersey. The funds raised during this event will support research, programs and services for people with multiple sclerosis in the Greater Delaware Valley region.

The ride, organized by the Greater Delaware Valley Chapter of the National MS Society, has become one of the foremost cycling events on the East Coast. The vital funds raised by the ride are more important than ever, as 13,000 local people living with MS are turning to the National MS Society for help in record numbers.

According to the Society's projections, Bike MS: City to Shore Ride may fall short of its goal of \$5 million -- that's money researchers are counting on to help them with that next treatment breakthrough and funds that assist local people living with MS.

At the same time, the economy is having a huge impact on people living with MS and their families. Thousands of local residents depend on the funds raised through events like City to Shore to overcome the daily challenges of living with MS. And given that the lifetime costs of MS add up to well over \$3 million dollars in health-related expenses and lost wages, they need all the help they can get.

City to Shore attracts corporate teams, families and friends of people with MS and individuals to join the movement to create a world free of MS. Cyclists can choose from five different routes, from a one-day, 25-mile ride to a two-day, 175-mile ride. It's not too late to register for this event. For more information and to register, visit MScycling.org.

More than 250 volunteers also are needed before, during and after the event to assist with registration, manage the many rest stops throughout the route, direct traffic and more. Individuals and groups can contact Kristin Marnie at kristin.marnie@nmss.org or 1-800-548-4611 or register online at MScycling.org.

Many thanks to the sponsors who make City to Shore possible: Actelion, American Infrastructure, Campbells Soup Company, Delmonte, Dimension Data, Dole, Hand & Stone Massage and Facial Spa, Hatfield Quality Meats, Janney Montgomery Scott, Lockheed Martin, Melitta USA, NFI, NovaCare, Ocean City, PATCO, Ransome CAT, Subaru, Sunkist, Sun-Maid, Turkey Hill, Uptown Bakeries, UTZ Snacks, VCI Mobility, WaWa and Wegmans.

About Bike MS: City to Shore Ride

The Bike MS: City to Shore Ride attracts thousands of cyclists and volunteers, and raises millions of dollars for the National MS Society. Named by Bicycling Magazine as the "Best Cycling Getaway in NJ," riders enjoy the flat terrain of Southern New Jersey as they travel through the blueberry fields

of Hammonton, the Pine Barrens and into the sweet smells of salt water taffy and ocean air in historic Ocean City.

About the National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. We do this through our home office and 50-state network of chapters by funding more MS research, providing more services to people with MS, offering more professional education and furthering more advocacy efforts than any other MS organization in the world. Join the movement at nationalMSSociety.org or by calling 1-800-FIGHT-MS.

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