



**National
Multiple Sclerosis
Society**
Wisconsin
Chapter

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JEFFREY GINGOLD INDUCTED INTO NATIONAL MS SOCIETY'S 2012 VOLUNTEER HALL OF FAME

*Internationally acclaimed author honored for contributions
in the Programs and Services category.*

(HARTLAND, WISCONSIN) – Wisconsin Chapter volunteer and internationally acclaimed author Jeffrey Gingold was inducted into the Volunteer Hall of Fame at the National Multiple Sclerosis Society's National Leadership Conference, November 8-10 in Dallas, Texas. He was inducted in the Programs and Services category.

Gingold has logged more than 1,000 volunteer hours for the National MS Society during the past 12 years, speaking to self-help groups, at client programs and at various Chapter functions. He has taught more than 1,000 clients about cognitive issues, how to face the daily challenges of being a person with MS and how to effectively advocate on behalf of themselves and others diagnosed with the disease.

Additionally Gingold has been an outspoken leader on behalf of the Wisconsin Chapter, helping to establish the MS "check-off" on Wisconsin state income tax forms that has resulted in more than \$423,000 in donations to maintain the quality of life and independence of people affected by MS. He helped advocate for the Wisconsin Well Woman Program, which has referred more than 20 women for MS testing. He also has made a significant impact in bringing awareness of the cognitive effects of MS through his books: "Facing the Cognitive Challenges of Multiple Sclerosis," "Mental Sharpening Stones: Manage the Cognitive Challenges of Multiple Sclerosis," and "Facing the Cognitive Challenges of Multiple Sclerosis, Second Edition." (Gingold donates all proceeds from his books to multiple sclerosis research, programs and services.) Through book signings and programs such as "Cognitive Meltdown: How You, Your Family & Your Friends Face MS," Gingold focuses on the "invisible" cognitive symptoms of MS and practical ways to manage those symptoms.

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In a letter to Gingold announcing his selection as an inductee into the National MS Society's 2012 Volunteer Hall of Fame, Cyndi Zagieboylo, president and CEO of the National Multiple Sclerosis Society, wrote, that he was "truly an inspiration."

"As an author, Gingold has helped to create awareness of the cognitive challenges associated with MS. As a volunteer advocate, he was instrumental in securing the tax check-off program, providing leadership in moving legislation between committees and chambers, and mobilizing advocates to persuade elected officials to hear the bill," explained Colleen G. Kalt, president and CEO of the Wisconsin Chapter, in making the nomination.

Gingold was inducted along with fellow Wisconsinites John Fleming, M.D., and Colleen Hayes, Ph.D. Dr. Fleming received the Lifetime Achievement Award for his 35 years of service to the Society; Dr. Hayes was inducted into the Scientific Research category.

About MS

MS interrupts the flow of information from the brain to the body and stops people from moving. It is an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. Most people are diagnosed between the ages of 20 and 50, with MS two to three times more common in women than men. One in 500 Wisconsin residents lives with MS, giving the state one of the highest incidence rates in the country. While the progress, severity and specific symptoms of MS in any one person cannot yet be predicted, advances in research and treatment are giving hope to those affected by the disease.

MS stops people from moving. The National Multiple Sclerosis Society exists to make sure it doesn't.

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