

**bike**  
**MS**

**bike to**  
**create a world**  
**free of MS**



## FAST FACTS: BIKE MS CORPORATE TEAMS

### WE'RE IN GOOD COMPANY

Every year, hundreds of companies—from small businesses to leading corporations like FedEx, Deloitte, Vitamin Shoppe, BP and Comcast—register as teams in Bike MS events. Why?

- It's a great cause
- It's easy to implement
- It's fun and rewarding for employees

### BUSINESS BENEFITS

- 77% of potential employees say that a company's charitable activity plays a role in their employment decisions (Cone Corporate Citizenship Study)
- A majority of Fortune 1,000 executives surveyed by Cornell University called team-building the most important skill of successful business leaders
- More than 90% of large employers surveyed by Deloitte Consulting offered wellness programs to help reduce health-care costs

## HOW TO JOIN THE MOVEMENT IN THREE EASY STEPS

### STEP 1: RECRUIT A TEAM CAPTAIN

Selecting the right captain is the key to building a successful team. The captain:

- Spearheads recruitment
- Monitors fundraising
- Coordinates team activities

### STEP 2: REGISTER AS A TEAM

Visit [bikeMSgeorgia.org](http://bikeMSgeorgia.org) to choose from and register for either of the two Bike MS events in Georgia

### STEP 3: PROVIDE INCENTIVES

Encourage participation by providing such incentives as:

- Additional vacation days
- Recognition in corporate communications
- Reserved parking spots
- An opportunity to ride with corporate leaders
- Branding the team with company jerseys, hats, water bottles, etc.

bike  
MS

bike to  
create a world  
free of MS



## EXTRA CREDIT

We said three easy steps, but if you can do more, consider:

- Matching employees' donations
- Holding office fundraising events
- Giving permission for team members to solicit coworkers
- Seeking business partners' support as team sponsors and members
- Rewarding regular training
- Sponsoring a Bike MS event
- "Adopting" a rest stop
- Hosting a vendor breakfast
- Donating meeting space for National MS Society chapter events
- Recruiting volunteers to staff the event
- Donating booth space at company conferences to promote the ride and recruit team members

## ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the United States, and 2.5 million people worldwide.

## ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn more about your options by talking to your health care professional and contacting the National MS Society at [www.nationalMSSociety.org](http://www.nationalMSSociety.org) or 1-800-344-4867.