

FOR IMMEDIATE RELEASE

Contact: Anne Krishnan
National MS Society
215-271-1500
anne.krishnan@pae.nmss.org

NFI and National MS Society redefine philanthropy Supply chain giant will donate expertise to create a world free of MS

PHILADELPHIA – NFI and the National MS Society are forging a leadership path in the growing pro bono philanthropy movement.

NFI is a top sponsor for the Bike MS: City to Shore Ride, but the Cherry Hill-based company isn't writing a check – it's providing logistics expertise to ride organizers.

The integrated supply chain giant will provide warehousing before the event; accept and pick up food and supplies from vendors; sort and deliver supplies to key locations along the 100-mile route; transport luggage and bicycles throughout the ride weekend; and pick up leftover supplies after the event.

One of the most important benefits will be supply-chain tracking, inventory and post-ride distribution of leftover food to other nonprofits, said Bike MS Development Manager Jeff Brody. This task alone took hundreds of staff hours following previous rides, he said.

"It's exciting that a supply chain leader is able to provide its core competency to support our ride on this tremendous scale," Brody said. "Their expertise leaves our staff free to focus our energy on fundraising to support 13,000 local people living with MS."

This innovative partnership is part of a growing trend of companies providing their expertise, as well as their dollars, to help nonprofits. Companies such as Deloitte are attracting attention for connecting employees with organizations in need of skilled volunteers in their communities. Even Microsoft chairman Bill Gates has weighed in on the phenomenon, writing in *The Wall Street Journal Asia*, "Today, the value of corporate involvement lies as much in expertise as it does in monetary support."

The redefinition of philanthropy couldn't come at a better time, as companies tighten their belts and reduce their traditional corporate giving programs in the Greater Delaware Valley and across the country.

NFI's employees have been generous supporters of Bike MS, as well, raising \$112,110 over the past 10 years as members of the company's cycling team. City to Shore, the region's premier cycling tour, annually raises more than \$5 million to provide vital services and research for people living with MS in the Greater Delaware Valley. Learn more at MScycling.org.

About the National MS Society

The National MS Society funds more MS research, provides more services to people with MS, offers more professional education and furthers more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS for more than 400,000 Americans. Learn more or get involved at nationalMSSociety.org.

About NFI

NFI offers a variety of services to help businesses manage, grow and succeed in today's logistics marketplace. It is a fully-integrated supply chain solutions provider, offering logistics, distribution, transportation, intermodal, real estate, packaging, global and solar services across the U.S. Headquartered in New Jersey, the company owns over 10,000 tractors & trailers encompassing Over-the-Road (OTR) and dedicated fleets. Privately held by the Brown family since its inception in 1932, NFI operates over 18 million square feet of contract and public warehouse space. NFI is a partner in the Environmental Protection Agency's SmartWay program, which is dedicated to increasing energy efficiency and reducing the impact of the freight industry upon the environment. NFI is a one-stop resource for integrated supply chain solutions. For more information visit: www.NFIindustries.com.