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## **Ten years. One mission. A world free of MS**

Challenge Walk MS celebrates 10<sup>th</sup> anniversary Oct. 13-14

PHILADELPHIA – Challenge Walk MS will celebrate its 10<sup>th</sup> anniversary on October 13-14, 2012. The two-day, 30-mile journey will take walkers from beautiful Montgomery County to historic Philadelphia, and is expected to raise \$330,000 for 14,000 local people living with multiple sclerosis.

Challenge Walk MS is the National MS Society's most mission-driven event, with most participants sharing an intimate knowledge of MS and how it affects people's lives. Many walkers are living with the daily challenges of MS themselves; others walk or volunteer for their parents, children, siblings and friends living with the chronic, unpredictable neurological disease.

The funds raised by Challenge Walk MS are more important than ever. In this difficult economy, people living with MS are turning to the Society in desperate need of help. For example, requests for vital services such as in-home health assistance have increased by 80% in the past year. The increased demand is stretching the Greater Delaware Valley Chapter's resources dangerously thin.

"Challenge Walk MS is more than just a walk," said Tami Caesar, president of the Greater Delaware Valley Chapter of the National MS Society. "It's a commitment to the more than 14,000 local people living with MS that you will go the distance to fight this disease. It's a commitment to their families that you will work tirelessly to help us find a cure."

Challenge Walk MS will go back to its roots this year as the event returns to Camp Green Lane in Lansdale following several years in the Brandywine Valley. Walkers will begin their journey at the campground on Saturday morning and see Philadelphia's landmarks on Sunday on their way to the festive finish at the Comcast Center.

Challenge Walker Allison Coia helped plan the chapter's first 50-mile Challenge Walk in 2003. Coia, who lives with MS, has volunteered or walked in the annual event every year since.

"I've met some inspirational people along the way who continue to motivate and drive my passion to find a cure for MS," said Coia, team captain of "Walk-A-Doodle-Doo."

She and more than 200 other walkers will be joined along the route by MS Ambassador and motivational speaker Zoe Koplowitz. Dubbed, "the world's slowest marathon runner," Koplowitz is a veteran of the 2004 Challenge Walk and has completed dozens of marathons despite her diagnoses of MS and diabetes. In addition to achieving a personal challenge,

Koplowitz's goal is to meet and talk with as many people affected by MS as possible. Another 100 supporters will participate as one- or two-day volunteers.

The walk is fully supported with frequent rest stops; dinner, festivities and an overnight stay; and the exciting closing ceremony with friends and family members at the Comcast Center in Philadelphia. Learn more at [challengephilly.org](http://challengephilly.org) or by calling 1-800-883-WALK.

**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](http://nationalMSSociety.org) or by calling 1-800-FIGHT-MS.