



**MOTHER AND DAUGHTER RIDE TOGETHER AT
BIKE MS: TOYOTA BEST DAM BIKE RIDE**

Rookie rider Gail Peterson, 76, joins her daughter Vickie Kallien for the two-day ride.

(HARTLAND, WIS.) – Gail Peterson is joining her daughter, Vickie Kallien, for the first time at the 30th Annual Bike MS: TOYOTA Best Dam Bike Ride, August 3-4. What makes this mother-daughter duo extra special is that Peterson, at 76, is one of the ride’s oldest “rookies.”

“My daughter has been a role model for me,” Peterson said. “She got me hooked on running and then on biking. The ride is an opportunity for the two of us to make a difference and do something together.”

Kallien added: “While she says I am her role model, I have to say my mom is mine. She has so much drive and determination. When she told me she wanted to join me, I couldn’t think of a better way to do something together and help out a great cause.”

Bike MS: TOYOTA Best Dam Bike Ride raises money for research and services related to multiple sclerosis, a chronic, often disabling disease that attacks the central nervous system, which is made up of the brain, spinal cord and optic nerves. Symptoms may be mild, such as numbness in the limbs, or severe, such as paralysis or loss of vision. The progress, severity and specific symptoms of MS are unpredictable and vary from one person to another.

This will be the fifth year riding for Kallien, who joined [Team Happy Feet](#) after her friend invited her on the ride. She said, “I have met and made many friends while participating. It is very important to find a cure for MS and I continue to ride to raise funds.”

Both women have connections to MS. Kallien has a friend with MS, and one of her coworker’s mother has MS. Peterson, who lives in Texas, has a friend whose sister has MS and said, “The toll it has taken on my friend’s family has made me want to do all I can to help find a cure.”

-more-

Last year nearly 1,700 cyclists and volunteers took part. Riders choose from 50-, 75- or 100-mile route options each day, traveling from Waukesha County Technical College – Pewaukee Campus to UW-Whitewater on Saturday and from UW-Whitewater to the WPS Health Insurance campus in Madison on Sunday.

Cyclists are treated to a fully-supported weekend, including: rest stops every 8-12 miles, support vehicles along the route, medical and mechanical staff, lodging, food and entertainment. A celebration will be held at the finish line in Madison. There is a \$40 non-refundable registration fee and riders are asked to pledge or raise a minimum of \$300; first-time participants are able to waive the registration fee.

To register for Bike MS: TOYOTA Best Dam Bike Ride, visit www.bestdambikeride.org or call (262) 369-4400 or (800) 242-3358. All participants must be at least 12 years of age on or before the day of the event.

TOYOTA is this year's presenting sponsor. Other sponsors include WPS Insurance, Columbia St. Mary's, UW Health, American Family Insurance, First Bank Business, Madison Gas & Electric and MillerCoors.

About Multiple Sclerosis

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.1 million people worldwide. More than 10,000 children, women and men have been diagnosed in Wisconsin, believed to be one of the higher prevalence rates in the nation.

About the National Multiple Sclerosis Society

The National MS Society addresses the challenges of each person affected by MS. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move forward with their lives. In 2012 alone, the Society invested \$43 million to support 350 research projects around the world while providing programs and services that assisted more than one million people. The Society is dedicated to achieving a world free of MS. Join the movement at www.wisMS.org or by calling 262-369-4400 or 800-242-3358.

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