



**National  
Multiple Sclerosis  
Society**  
Wisconsin  
Chapter

**For Immediate Release**

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## **FILM ABOUT MULTIPLE SCLEROSIS AND NORDIC SKIING SEEKS FUNDING**

*“Multiple Sclerosis, The Vikings and Nordic Skiing” filmmakers seeking \$20,000 in Kickstarter Campaign donations to complete unique documentary.*

(MADISON, WISCONSIN) The backers of a documentary by University of Wisconsin-Madison researcher Ian Duncan and director Steinar Hybertsen that follows MS patients striving to conquer the disease through Nordic skiing are seeking additional funding to complete production of the film.

“Multiple Sclerosis, The Vikings and Nordic Skiing” explores the benefits of living a healthy and active lifestyle, especially for those diagnosed with MS. It includes interviews with Duncan and other global researchers; with MS patients from Colorado, Iowa, Norway and Minnesota; and with six-time Olympic skiing medalist Vegard Ulvang. Footage from past [American Birkebeiner](#) events near Hayward, Wis., and [Bike MS: Best Dam Bike Ride](#), an annual two-day cycling event from the Milwaukee area to Madison, is included.

Filmmakers hope to show the film on Public Television stations in the Midwest and Norway and at private screenings, plus enter it in film festivals in the U.S. and abroad. The documentary is nearly complete but needs \$20,000 in additional funding to cover the remaining production expenses.

That’s where the Kickstarter Campaign comes in as a way to raise the additional funds. Kickstarter requires that projects reach their funding goals to receive any money; according to the [Kickstarter website](#), 44% of projects have reached their goals. “Multiple Sclerosis, The Vikings and Nordic Skiing” will be funded if at least \$20,000 is pledged by 11 p.m. EST/10 p.m. CST on Nov. 6.

The minimum pledge for “Multiple Sclerosis, The Vikings and Nordic Skiing” is \$1, with project creators offering rewards to thank backers for their support:

- Pledge \$20 or more and receive a digital HD download of the film
- Pledge \$30 or more and receive a copy of the film on DVD
- A limited number of personalized posters of six-time Olympic medalist Vegard Ulvang or eight-time Olympic gold medalist Bjorn Daehlie, along with a digital HD download of the film, are available to those who pledge \$75 or more

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More incentives include private screenings in Madison, Wis., Denver, Colo., and American Birkebeiner near Hayward, Wis., as well as the chance to be listed as an associate producer of the film. To learn more about the film, see a preview and support its fundraising campaign, visit <http://www.kickstarter.com/projects/1977834757/multiple-sclerosis-the-vikings-and-nordic-skiing>

### **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 2.3 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](http://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](http://nationalMSSociety.org) or 800-344-4867 (800-FIGHT-MS).

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