



DEVELOPMENT

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| October 1, 2010 | CC: Marketing |
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| <u>Walk MS T-Shirt Design Contest on Facebook</u> | |
| Action Requested/Deadline: November 15, 2010 | |

We are launching a T-shirt design contest for the Walk MS 2011 event season. The contest will generate awareness of MS and Walk MS and add some buzz in our social media channels during October and November. The contest will also result in new design options for the 2011 event season. (As always, there is still a national Walk T-shirt design available if you'd prefer to use it.)

Here's how the process will work:

- Individuals will be asked to submit a design via email (walkms@nmss.org).
- Submissions will be collected from October 4 through October 31.
- One or two design submissions will be shared each week on Facebook throughout the contest.
- All designs will be reviewed by the Walk MS Strategic Work Team and home office marketing staff. These teams will select the top three to five designs.
- The final three to five submissions will be posted on the national Walk MS Facebook (www.facebook.com/walkMS). Fans will be asked to "Like" their favorite design; the design that receives the most "Likes" will win. Voting will end on November 15 with winner(s) announced that week (voting results will be obvious).
- Winning artwork will be available to chapters in early December.

The contest will be promoted through the national Walk MS Facebook and national Twitter. Please help spread the word by promoting this contest on your chapter's Walk MS websites or pages, Facebook and other social media!

For more information contact Amy Boulas, National Director, Walk MS
amy.boulas@nmss.org



PROGRAMS & SERVICES

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| October 1, 2010 | CC: |
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| <u>FY 2011 Café con Leche: Conversation and Support for Native Spanish Speakers Living with MS</u> | |

Entering into its third year, the Society will again be offering the Café con Leche telephone-based self-help group for native Spanish speakers. The group meets once a month for 90 minutes through June, 2011 with subsequent dates to be determined. Topics will focus on areas of interest to people living with MS. Additionally; experts from different areas of specialization in MS will join the group to speak about important topics in MS care.

Interested participants can register by calling 1-800-344-4867 and selecting Option 3 (Spanish dedicated phone line). The group features rolling admission and new members are welcome to join at any time.

Promotional fliers are available on SharePoint at Programs and Services>Social Connections and Support Resources>Self Help Group Materials. The program also will be promoted on the Spanish pages of the Society’s website.

For more information about the Café con Leche group, please contact Moyra Rondon, LCSW, Program Director of Education and Hispanic Outreach, New York City-Southern New York Chapter at 212-453-3237 or mrondon@msnyc.org.

This program is made possible through an unrestricted educational grant from the Medtronic Foundation. A special thank you is offered to the New York City-Southern New York chapter for their ongoing management of this project.