



**National
Multiple Sclerosis
Society**
Arizona Chapter



**bike to
create a world
free of MS**

FOR IMMEDIATE RELEASE

CONTACT: Virginia Roberts
vroberts@aza.nmss.org
480-968-2489 x 203

bike MS provides new opportunities to beat multiple sclerosis

More than a thousand cyclists expected to ride March 29-30, 2008

(Florence) October 18, 2007: Hundreds of Arizona cyclists are gearing up for the 22nd annual bike MS: Round Up Ride, March 29-30, 2008. This premier cycling event, hosted by the National Multiple Sclerosis Society, Arizona Chapter, has added new features to the two-day experience, making it more enjoyable for participants of all cycling abilities.

The upcoming bike MS: Round Up Ride will include a figure-eight route that travels through Florence, Coolidge, Casa Grande, Sacaton, and Queen Creek. The start, finish and overnight celebration will all take place at Heritage Park in Florence. This new location will provide more overnight options to cyclists, who can choose to stay in a hotel, camp out, rent an RV, or even sleep soundly at home between the two days of cycling.

The event will kick off with a festival on Friday night. On Saturday, the ride will begin at Heritage Park and cyclists can choose from four available mileage options: a 35-mile route, a 75-mile route, a one-day 100-mile route, or the two-day 150-mile route. As always, bike MS is fully supported with rest stops, medical personnel, and SAG (support and gear) vehicles to help along the way, and also includes an overnight party with food and entertainment.

To help cyclists prepare for the event, the Arizona Chapter will be hosting weekly training rides in various cities. Beginner training rides have already started in Ahwatukee, Fountain Hills, Glendale, and Scottsdale. Tucson training rides are scheduled to start in late November.

Participants also have the option of joining a team or creating a new team. This provides a great way to meet other cyclists, build morale and gain support. Any group of four or more people can form a team by visiting <http://bikeaza.nationalMSsociety.org> or by calling 1-800-344-4867. The bike MS: Round Up Ride also accommodates single riders.

There is a \$75 registration fee for this event, and a minimum of \$250 in pledges is required from each participant. However, riders that register by December 31, 2007 will pay the Early Bird registration fee of \$50. Registration is available online at <http://bikeaza.nationalMSsociety.org> or by phone at 1-800-344-4867.

The bike MS: Round Up Ride raises more than \$650,000 annually to support local programs and research for more than 8,000 Arizonans living with the devastating effects of multiple sclerosis. For more information and to register for the bike MS: Round Up Ride, please visit: <http://bikeaza.nationalMSsociety.org>.

About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

About the National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS through our 50 state network of chapters. We fund more MS research, provide more services to people with MS, offer more professional education and further more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS. We are people who want to do something about MS now. Join the movement at nationalmssociety.org.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at <http://aza.nationalMSSociety.org> or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.