Dear Newspaper Editors:

Attached are a number of dynamic Public Service Announcements in a variety of sizes that can help fill available space in your publication and, at the same time, raise awareness of multiple sclerosis and an exciting upcoming global event, the MS Global Dinner Party.

Publication of these PSAs can inspire your readers to get involved and will help the Multiple Sclerosis Society of Canada support the 55,000 – 75,000 Canadians living with the disease through services and MS research. Canada has one of the world’s highest rates of MS, which is an unpredictable, often disabling disease of the central nervous system.

We have included the following story information and print-ready artwork in this PDF:

- MS Global Dinner Party PSAs (3 sizes - for use through March 2007)
- MS Society of Canada PSAs (3 sizes - for use any time throughout the year)
- Logo sheet
- News articles about the MS Global Dinner Party (3 sizes)
- Press Release and background information

If you prefer, we can also provide these files via email or ftp, in EPS, JPEG or a native file format. Other options include camera-ready art, or a disk with formatted artwork (Quark/InDesign), plain text, photos and logos.

Please visit http://www.mssociety.ca/en/media.htm for more information and a list of local MS Society media contacts. If I can assist you in any way, please contact me at 416.922.6065 ext. 2327, or by email at daniela.patane@mssociety.ca.

With much appreciation,

Daniela Patane
National Coordinator,
Marketing and Communications

p.s. – Thousands of Canadians live with the unpredictable effects of multiple sclerosis every day. Their triumphs and challenges make compelling profiles and feature stories. Should your news organization be interested, we would be happy to help arrange an interview with a local family or individual with multiple sclerosis and/or a host of an MS Global Dinner Party in your community.
This may be all you need to help us find a cure for MS.

HOST AN MS GLOBAL DINNER PARTY
Every year, on the last Saturday in February, people around the world host dinner parties in support of multiple sclerosis. Instead of bringing a gift, flowers or wine, guests are asked to make a donation in support of MS.

Every place setting brings us closer to a cure for MS.

Find out more and register your party today.
www.msglobaldinnerparty.ca
1.866.922.6065

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Thank you for helping the MS Society of Canada by printing these Public Service Announcements.

For additional artwork formats, logos and colour images, please contact Daniela Patane.

Phone: 1.866.922.6065
416.922.6065 ext. 2327

Email: daniela.patane@mssociety.ca

PSA photos courtesy Hannah Gleghorn. Royalty-free use.
Every day three more people are diagnosed with multiple sclerosis.

Together, we can stop it.

55,000 to 75,000 Canadians live with MS, one of the highest rates in the world.
MS is the most common neurological disease affecting young Canadians today, and its effects last a lifetime.
Women are three times more likely than men to develop the disease.
There are treatments, but no cure for MS - yet.

Together, we will end MS.

1.800.268.7582 www.mssociety.ca

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Your support matters.
For more information about volunteering or giving to the MS Society of Canada, call 1.800.268.7582 or visit online at www.mssociety.ca

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Every year, on the last Saturday in February, people around the world host dinner parties in support of multiple sclerosis. Instead of bringing a gift, wine or flowers, each host asks their guests to make a donation for MS research.

Every get-together is a step toward the goal of ending MS. Launched in 2003, the MS Global Dinner Party has raised almost a quarter of a million dollars to help researchers worldwide find a cure. Year after year, Canadian hosts have raised more money than any other country, contributing close to $100,000 to help fund much needed research projects.

Over 2.5 million people around the globe are now living with MS. With an estimated 55,000 to 75,000 people diagnosed each day, Canada has one of the highest rates of MS in the world. The impact of MS is far-reaching as one in two Canadians knows someone with MS.

Find out more and register to host an MS Global Dinner Party online at www.msGlobalDinnerParty.ca or by calling 1-866-922.6065.

Open your kitchen to help find a cure for multiple sclerosis

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Find out more and register to host your own MS Global Dinner Party at www.msGlobalDinnerParty.ca or call 1-866-922.6065.
Thank you for helping the Multiple Sclerosis Society of Canada

For additional artwork formats (eps, jpeg, tiff), colour logos and images, please contact Daniela Patane.
Phone: 1.866.922.6065 -or- 416.922.6065, ext. 2327 • Email: daniela.patane@mssociety.ca
FOR IMMEDIATE RELEASE

People around the world sit down together to find a cure for MS
Canadians lead the way in support of multiple sclerosis research

TORONTO, January 16, 2007 — Canadians across the country are diving into their cookbooks and dreaming up party themes in preparation for the MS Global Dinner Party on Saturday, February 24. They’ll be joined by thousands across the globe as they host dinner parties in support of the 2.5 million people around the world who are living with multiple sclerosis. Every day three more people are diagnosed with MS. With an estimated 55,000 to 75,000 known to have the disease, Canada has one of the highest rates of MS in the world. “We believe that the MS Global Dinner Party is a great opportunity to raise awareness of a devastating disease that knows no borders,” says Ken Mayhew, national vice-president, fundraising, MS Society of Canada.

In addition to building global awareness, the event also raises thousands of dollars to help researchers in Canada and internationally find a cure to end MS. Since 2003 almost a quarter of a million dollars has been raised worldwide. Ten nations have been involved in this annual event and every year Canadian hosts have raised more money than any other country – contributing close to $100,000 for much needed research.

The dinner party can take any form, with the host asking guests to make a donation to MS rather than bringing a gift of wine or flowers. From a cocido gallego in Spain to a sea-side luncheon in Mombassa, diverse and memorable gatherings have made an impact on guests, as well as the disease. Last year in Canada, events ranged from a drop-in chili gathering, a casino-themed evening to a gourmet meal prepared by a professional chef.

An MS Global Dinner Party host, from Panama, commented on her experience stating, “I think what motivated us most of all was the thought of being together in heart and soul with people all over the world with one thought, one cause, getting rid of this nasty illness, but meanwhile, supporting those in need right now.”

For more information on the event and to register an MS Global Dinner Party visit www.msGlobalDinnerParty.ca or call 1-866-922-6065.

About Multiple Sclerosis and the MS Society of Canada:
Multiple Sclerosis is a chronic, often disabling disease of the brain and spinal cord. It is the most common neurological disease of young adults in Canada. Most people with MS are diagnosed between the ages of 15-40, and the unpredictable effects of MS last for the rest of their lives. The MS Society of Canada provides services to people with MS and their families and funds research to find the cause and cure. The MS Society is the highest per capita funder of MS research in the world. In 2006, the MS Society allocated $4.5 million in new research funding. For questions about multiple sclerosis and the work of the MS Society of Canada, visit the MS Society’s website at www.mssociety.ca or call toll-free at 1-866-922-6065.

- more -
About the MS Global Dinner Party:
In the late 1960s the Multiple Sclerosis International Federation (MSIF) was established to link MS organizations around the world. Located in London, England, today the MSIF works with 42 MS organizations. It was the MSIF that came up with the idea of connecting MS supporters world wide through the MS Global Dinner Party. In 2002 the idea was pitched to MS organizations around the world. One year later Australians, British, Americans and Canadians were sitting down to the first ever MS Global Dinner Party. Since its inception, almost a quarter of a million dollars has been raised to fund much needed research to end MS worldwide. See www.msGlobalDinnerParty.ca for details.

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MS Society of Canada, National Contacts:

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Please visit www.mssociety.ca/media for a list of local MS Society media contacts.

Interview and Photo Opportunities:
Thousands of Canadians live with the unpredictable effects of multiple sclerosis every day. Their triumphs and challenges make compelling profiles and feature stories. Should your news organization be interested, we would be happy to help arrange an interview with a local family or individual with multiple sclerosis and/or a host of an MS Global Dinner Party in your community.