



New Jersey
Metro Chapter
Walk 2015

presented by



FootNotes

The Official Walk MS Newsletter

Walk MS Weekend 2015
Saturday, April 18 & Sunday, April 19

Important updates for Seaside Park and North Brunswick sites!

Please note, the North Brunswick site will NOT be held at the North Brunswick Community Park. Due to scheduling conflicts, we will be moving back to Babbage Park at Parsons School. Additionally, our Seaside Park site will NOT start at the marina, we will start in the same parking lot as last year. Please visit walkms.org for the most up to date information.

We are pleased to announce our 2015 Walk MS Ambassadors - Aaron & Laura Cohen!



Aaron and Laura Cohen, and their team Mitzvah Squad, have been raising awareness and funds to support local programs and research for a cure since 2000. They have been recognized among the top friends and family Walk MS teams nationally and endowed with the Mission Possible award from the NJ Metro Chapter annually since 2003. The Cohen's team Mitzvah Squad has raised a lifetime total of \$633,000!

"I ask for support for a cause I believe in. I truly believe that donors receive psychic and spiritual benefit by doing this mitzvah, or good deed, if you will," Laura says. "Don't ever downplay the value of passion for a cause, or believing in yourself."

Please join us in congratulating Aaron and Laura!

[Click here](#) to read their story!

Every step counts. Take these important steps to make the most of your Walk MS experience!



Did you know?

Participants who make a self donation and fundraise raise \$300-\$500 more than those who do not. ([Click here](#) for fundraising ideas)

Self donors who fundraise avg. \$617.

Participants who fundraise using the participant center raise 2 times more than those who do not. ([Click here](#) for our simple guide on the participant center)

84% of participants who update their story become active fundraisers and avg. 7 donors vs. 3 if they do not. They also raise an avg. of \$473 vs. \$115.



Do you want to run to stop MS? Walk MS 2015 will be featuring two 5K runs! Become a part of this tradition that kicks off the Walk MS! Choose to run at your own leisure at our 5K Fun Run or try to achieve your personal record at our chip timed 5K run!

Both runs include a 3.1 mile marked route with water and an aid station, as well as an event T-shirt and light refreshments.

5K Fun Run

Location: Oak Ridge Park, Clark
Date: Saturday, April 18, 2015
Check-in: 7:00AM Start: 8:00AM
Registration Fee: \$25

**Note: This run will feature a clock for your personal record use, but is not a chip-timed event*

Chip-timed 5K Run

Location: Overpeck County Park, Ridgefield Park
Date: Sunday, April 19, 2015
Check-in: 7:00AM Start: 8:00AM
Registration Fee: \$35

**Note: This run is a chip-timed event*

Please note: all runners must be 12 or older on the day of the event to participate. Any runner between the ages of 12 and 18 must be accompanied by a parent or guardian.

Walkers are not permitted on the course for the Fun Run. The Walk MS event, utilizing the same course, will be a non-timed event beginning at 10:00AM.

There's still time to nominate your 2015 Inspirational Walkers!

Tell us who inspires you to join the movement. Each walk site will have a Most Inspirational Walker, but it is up to YOU to nominate them. Their story will be featured in our April newsletter, on our website, and they will have the opportunity to join us during their opening ceremony ribbon cutting. All nominations must be submitted to njmwalk@nmss.org by 3/6/15.

Volunteers power the movement! Invite your friends or family to join your Walk MS team ... as a volunteer! Volunteers can register online or contact emily.borsetti@nmss.org.

The National MS Society is asking that all cash donations be converted to check or online credit card. This includes day of donations.

Exciting News! Toufayan Bakeries will make a GUINNESS WORLD RECORDS® official attempt for the Largest Display of Sandwich Wraps at the Walk MS event at Ridgefield Park. In collaboration with volunteers from the National MS Society, Toufayan will use its line of wheat, whole wheat, flavored, and gluten-free wraps to wrap up a record, building more than 600 unique sandwich creations! It'll be a sight to see – don't miss it!

Make checks payable to the National MS Society and mail to:
National MS Society New Jersey Metro
1480 US Highway 9 North, Ste. 301 Woodbridge, NJ 07095
Be sure to include your walk site and who your donation should be credited to!

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Dr. Richard Ritcher