



THE TOUGHEST, MUCKIEST TIME YOU'LL EVER HAVE FOR A GOOD CAUSE.

PRESS RELEASE

MuckRuckus MS Atlanta Presented by McCarthy

FOR IMMEDIATE RELEASE

Roy A. Rangel, President
National MS Society - Georgia Chapter
(678) 501-6612
roy.rangel@nmss.org

Radio Personality Matt Chernoff Announced as Honorary Chair for MuckRuckus MS Atlanta

ATLANTA (August 28, 2012)– Matt Chernoff, radio personality from 680 The Fan's "The Chuck and Chernoff Show," joins the National Multiple Sclerosis Society – Georgia Chapter as the honorary chair for their newest fundraising event, MuckRuckus MS, presented by McCarthy Building Companies, Inc.. The event will take place on Oct. 6 at Serenbe, south of Atlanta.

The event, MuckRuckus MS Atlanta is a 5-mile challenge course featuring 25-30 obstacles in the mud. Participants can run in either the recreational or competitive divisions. After completion of the course, the expected 1,500 participants, volunteers, and spectators can enjoy a festival area with a beer garden, vendors, and live music. Visit www.muckruckusms.org/atlanta for more information.

Chernoff is no stranger to the National MS Society having participated for many years in Walk MS that takes place each year in the spring.

"My mother lived with multiple sclerosis, so I was a witness to her daily struggles with the disease," said Chernoff. "I'm excited to partner with the National MS Society here in Georgia for MuckRuckus MS, so that we can raise more money to help those living with MS and find a cure. What better way to do that than having some fun in the mud?"

As the honorary chair, Chernoff will lead a team of listeners to participate in MuckRuckus MS Atlanta, host a corporate lunch and learn, emcee the event, and promote it through 680 The Fan.

"It is such an honor to have Matt Chernoff serve as the honorary chair for the inaugural MuckRuckus MS Atlanta," said Roy A. Rangel, president, the National MS Society – Georgia Chapter. "Because of his personal connection to the cause, he is always willing to come alongside the National MS Society to help us succeed. Through his radio program, he can spread the word about MuckRuckus MS and continue to raise awareness about MS."

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The Georgia Chapter is one of nine chapters of the National MS Society hosting Muck-Ruckus MS across the United States. MuckRuckus MS is the newest edition to fundraising events hosted by the National MS Society, joining the widely recognized Walk MS and Bike MS. The goal of this new event is to draw a new demographic of participants to raise money and bring more awareness to the cause.

Funds raised through the National MS Society support cutting-edge research, as well as programs and services for those living with MS, such as financial assistance, home modifications, educational programs, and respite care.

About Matt Chernoff:

Born and raised in Atlanta, Matt is very proud of his local roots and is a self-admitted homer for Atlanta sports franchises. Matt began his radio career at a small station filing high school football reports and working the board on weekends. His love of radio led him to an internship at 790 The Zone while attending Georgia State University. Matt spent 10 years at The Zone, working mid-days for 6 years. Chernoff also has hosted "Sportsnite," weeknights on Comcast Sports Southeast since 2004.

Matt has also served as a sideline reporter for the Atlanta Falcons radio network as well as the host of the Network's pregame and post game show from 2004-2007. He worked in the same capacity for the Arena Football League's Georgia Force for two seasons. Chernoff also hosted "Falcons Daily" on Falconsvision, seen in the Atlanta area, and has made numerous appearances on 11 Alive, the NBC affiliate in Atlanta. Most recently Matt appeared on a daily segment of the NFL Network show, "Put up your Dukes." Now Matt can be heard each weekday afternoon from 3-7pm on "The Chuck and Chernoff Show."

About Multiple Sclerosis:

Multiple sclerosis is 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.

About the National Multiple Sclerosis Society:

The National MS Society is a collective of passionate individuals who want to do something about MS now – to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't.

We help each person address the challenges of living with MS through our 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.

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