



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

FACT SHEET

The National Multiple Sclerosis Society – Georgia Chapter

WHAT: The **National Multiple Sclerosis Society - Georgia Chapter** reaches out and responds to 8,500 people with MS and their families and friends in 159 counties in Georgia. All funds for this work are raised privately. Along with hundreds of volunteers, the Chapter raises more than \$3 million annually from events such as the Bike MS: Cox Atlanta Ride, Walk MS events throughout the state and now MuckRuckus MS Atlanta. Funds raised support local programs and national research to create a world free of MS.

WHERE: **Offices are located at:**
The MS Life Center
1117 Perimeter Center West, Suite E101, Atlanta, GA 30338
Tel: 1-800-FIGHT MS
Society Website: www.nationalMSSociety.org/gaa
Event Website: www.MuckRuckusMS.org/Atlanta

WHO: **William J. Holley II**, Chair, Board of Trustees
Roy A. Rangel, Chapter President
Ailena Parramore, Director of Special Events

MORE: The Georgia Chapter assists clients by providing direct financial assistance, respite care, MS centers, self-help groups and peer counseling, community information and referrals, education, chapter publications, and recreational and social programs. On the healthcare front, the Georgia Chapter conducts in-service training for healthcare professionals to advance their knowledge of MS. Learn more by visiting www.nationalMSSociety.org/gaa or by calling 1-800-FIGHTMS.

ABOUT MS: 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 and 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 than men contracting the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

ABOUT THE NATIONAL MS SOCIETY: Multiple Sclerosis stops people from moving. The National MS Society - Georgia Chapter exists to make sure it doesn't. The National MS Society believes that moving is not just something you can or can't do, but rather is who you are. This is why we sponsor events like Walk MS, Bike MS and MuckRuckus MS—to raise funding for the care and research needed to keep people with MS moving—while moving the world closer to a future free of MS.

IT'S DIRTY WORK ENDING MS



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MEDIA ALERT

Oct. 6, 2012 - MuckRuckus MS Atlanta Presented by McCarthy

MEDIA CONTACT

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

MuckRuckus MS Atlanta Presented by McCarthy

- WHAT:** MuckRuckus MS Atlanta is the toughest muckiest time, you'll ever have for a good cause. MuckRuckus MS Atlanta is a one day event that benefits the National Multiple Sclerosis Society - Georgia Chapter. Participants will be put to the test by completing an unforgettable course featuring five miles of water, mud, and muck with challenges that will test their endurance and strength while getting dirty in the mud.
- WHERE:** Serenbe is a 1,000 acre community located 45 minutes south of the city of Atlanta. It is a national model for the future of balanced development in the U.S.—focusing on land preservation, agriculture, energy efficiency, green building, walkability, high density building, arts and culture, and community living for multiple generations. Serenbe's ultimate goal is to demonstrate how development can accommodate the need for housing with minimal impact on nature.
- WHY:** MuckRuckus MS Atlanta is a mucking good time and a memorable way for team and individuals participants to raise money and awareness create a world free of MS.
- WHO:** The National Multiple Sclerosis Society - Georgia Chapter assists clients by providing direct financial assistance, respite care, MS centers, self-help groups and peer counseling, community information and referrals, education, chapter publications, and recreational and social programs. On the healthcare front, the Georgia Chapter conducts in-service training for healthcare professionals to advance their knowledge of MS. Learn more by visiting www.nationalMSSociety.org/gaa or by calling 678-672-1000 or 1-800-FIGHTMS.
- MORE:** Visit MuckRuckusMS.org/Atlanta or call 1-800-FIGHTMS for more information

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Calendar Information

GETTING DIRTY FOR A CURE...

October 6, 2012: MuckRuckus MS Atlanta Presented by McCarthy

WHAT: MuckRuckus MS Atlanta is the toughest muckiest time, you'll ever have for a good cause. This one day event benefits the National Multiple Sclerosis Society - Georgia Chapter. Participants will be put to the test by completing an unforgettable course featuring five miles of water, mud, and muck with challenges that will test their endurance and strength while getting dirty in the mud. The event proceeds will support the national research efforts for a cure in addition to the programs and services for the 8,500 Georgians living with MS.

Register now. Visit www.MuckRuckusMS.org/Atlanta

WHEN: Oct. 6, 2012: MuckRuckus MS Atlanta Presented by McCarthy will begin at 9 a.m

WHERE: Participants will take on the five mile course at Serenbe. Serenbe is a 1,000 acre community located 45 minutes south of the city of Atlanta. It is a national model for the future of balanced development in the U.S.—focusing on land preservation, agriculture, energy efficiency, green building, walkability, high density building, arts and culture, and community living for multiple generations. With a projected 70% of future building occurring in the greenfield. Serenbe demonstrates how urban development models can succeed on the edge of a metropolis while preserving a vast majority of the greenspace. Serenbe's ultimate goal is to demonstrate how development can accommodate the need for housing with minimal impact on nature.

WHY: By participating in MuckRuckus MS Atlanta, participants, volunteers, supporters and sponsors are moving the world closer to a future free of MS. Every dollar raised supports research for a cure, and services and programs in Georgia that assist more than 8,500 people with MS and their families.

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Calendar Information

continued

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 use closer to a world free of MS.

About the National Multiple Sclerosis Society Georgia Chapter:

The Georgia Chapter of the National MS Society was chartered in April 1953 and currently serves clients in 159 counties in Georgia. The Georgia Chapter provides programs and services to more than 8,500 individuals with MS, plus family members and friends affected by MS. We assist clients through direct financial assistance, respite care, MS clinics, self-help groups and peer counseling, community information and referrals, education, chapter publications, and recreational and social programs. The National MS Society - Georgia Chapter is an IRS-recognized 501(c)3 charitable organization. All donations made to the National MS Society are tax deductible to the extent allowed by the law.

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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

A Dirty Battle Against MS

ATLANTA (June 28, 2012)— The National Multiple Sclerosis Society - Georgia Chapter will host the inaugural MuckRuckus MS Atlanta Presented by McCarthy, Saturday, Oct. 6, 2012 at Serenbe, 45 minutes south of Atlanta.

MuckRuckus MS Atlanta is an event in which participants will encounter an unforgettable course featuring five miles of water, mud, and muck with challenges that will test their endurance and strength while achieving the common goal of raising funds in support of programs and research to cure MS.

MuckRuckus MS Atlanta is open to participants as young as 14-years-old with two divisions, recreational and competitive. The recreational division is great for those who just want to get dirty for a good cause and while the competitive division is for those that want to show off their athletic ability and are up for a challenge against other participants. Registration for the event is \$50 with a minimum fundraising amount of \$100.

Funds raised support not only research to finding a cure for Multiple Sclerosis but also to provide direct financial assistance, respite care, educational programs, and more for Georgians affected by MS.

"Though many people take movement for granted, MS is a disease that stops people from moving; and more than 8,500 Georgians face the challenges of this disease every day," said Georgia Chapter President, Roy Rangel.

Through the help of fundraising events such as MuckRuckus MS Atlanta, the Georgia Chapter is looking to spread MS awareness to an even broader audience.

"Chances are you do know someone living with MS. Over 200 people every week are diagnosed with MS in the United States and most are in their 20's," said Georgia Chapter Program Services Manager, Stephanie Shapiro, MSW.

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A Dirty Battle Against MS

Continued

At the conclusion of the course participants will be able to enjoy a festival to celebrate their accomplishments with family and friends. The festival will include live music, food, a beer garden and an MS experience tent, where you can learn more about the challenges of living with MS.

MuckRuckus MS Atlanta is the perfect opportunity to have a little fun in the mud and muck while supporting a great cause. Register and learn more by visiting www.MuckRuckusMS.org/Atlanta or by calling 1-800-FIGHTMS.

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.

About Serenbe:

Serenbe is a 1,000 acre community located 45 minutes south of the city of Atlanta. It is a national model for the future of balanced development in the U.S.—focusing on land preservation, agriculture, energy efficiency, green building, walkability, high density building, arts and culture, and community living for multiple generations. Serenbe's ultimate goal is to demonstrate how development can accommodate the need for housing with minimal impact on nature.

About McCarthy:

McCarthy Building Companies, Inc. is one of the nation's oldest and largest commercial construction companies. Committed to the construction of high performance buildings, the company provides general contracting, construction management, and design-build services for healthcare, educational, commercial, parking structures, science and technology facilities; office buildings; tenant interiors; mixed-use; bridges; and highways. McCarthy has full-service offices in Atlanta, Albuquerque, Collinsville, Ill., Dallas, Houston, Las Vegas, Newport Beach, Phoenix, Sacramento, San Diego, San Francisco and St. Louis. Repeatedly honored as a Best Place to Work, McCarthy is 100 percent employee owned. More information about the company is available online at www.mccarthy.com.

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MuckRuckus MS Atlanta Presented by McCarthy Frequently Asked Questions

What is MuckRuckus MS Atlanta Presented by McCarthy

MuckRuckus MS Atlanta is the toughest muckiest time, you'll ever have for a good cause. This one day event benefits the Georgia Chapter of the National Multiple Sclerosis Society. Participants will be put to the test by completing an unforgettable course featuring five miles of water, mud, and muck with challenges that will test their endurance and strength while getting dirty in the mud. The event proceeds will support the national research efforts for a cure in addition to the programs and services for the 8,500 Georgians living with MS.

Register now. Visit www.MuckRuckusMS.org/Atlanta

Who can participate in MuckRuckus MS Atlanta?

Anyone who is up for the challenge and is over the age of 14 on the day of the event can muck it up for MS. This 5 mile challenge course is demanding and participants are encouraged to train for the event.

When should I register?

Register now! Visit www.MuckRuckusMS.org/Atlanta. Get an early start on training and raising funds. Not only will you raise more money to stop MS when you register early, but you will also have more time to train and develop a team of friends, family and/or coworkers.

How long is MuckRuckus MS Atlanta?

The challenge course is 5 miles. As you run the course, you will have to wait from time to time at some obstacles.

Will there be anything for the kids to do?

There will be a children's area with plenty of opportunities for the little ones to play in the muck too!

Can my friends come to watch?

Absolutely! There will be viewing areas for them at the best challenges, as well as vendors on site for purchasing food and beverages.

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MuckRuckus MS Atlanta Presented by McCarthy Frequently Asked Questions

continued

How Will My Participation Help?

By participating in MuckRuckus MS Atlanta, participants, volunteers, supporters and sponsors are moving the world closer to a future free of MS. Dollars raised support research for a cure, and services and programs in Georgia that assist more than 8,500 people with MS and their families. Learn more by visiting www.nationalMSsociety.org/gaa or by calling 1-800-FIGHTMS.

What Is MS?

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 than men contracting the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

Where Can I Learn More?

Visit www.MuckRuckusMS.org/Atlanta today to learn about MuckRuckus MS: Atlanta and how to register and prepare for the event. Visit www.nationalMSsociety.org/gaa or call 1-800-FIGHTMS for more information about the Georgia Chapter of the National MS Society.

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