

It's as easy as

A B C !

Register your school today to receive great benefits!

## The MS Read-A-Thon is Easy to Run!

- It's as easy as **A, B, C**...simply choose your **Session, Kick-Off, and Award Options**.
- We will send you a **Handbook** with tools and tips a month before your Kick-Off Assembly.
- We will supply everything you need to run the program – posters, donation kits, and class collection envelopes.
- After the Kick-Off, students read for 2-3 weeks while gathering donations from friends and family using our **ONLINE fundraising system**. The MS Society does not require minutes be tracked, but recommends it as a great way to teach students about **goal setting**.
- Students submit their donation kits to teachers who then submit them to the school's Team Captain.
- In most cases, you **do not have to count pledges**. We arrange for BRINKS to pick-up donations from schools in their service area. (Please ask us for details!)
- Finally, your chosen awards will be sent to your school with a **HUGE thanks** and a special thank you gift for each student who submits donations.

### A. Session Options

A coordinator will work with you to determine a specific date and time that suits your schedule during one of our three sessions. Choose from:

- **FALL**
- **WINTER**
- **SPRING**

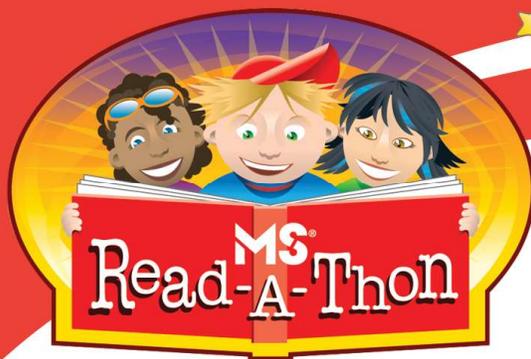
### B. Kick-Off Assembly Options

- **MS Society Hosted** – An MS Society representative conducts a 20-minute presentation at your school.
- **Program-in-a-Box** – A self-directed presentation hosted by someone from your school.

### C. Award Options

All students receive a small thank you gift for completing the program. Choose one of the following additional award options for your school:

- **Individual Awards** - Students who raise \$25 or more receive awards based on their fundraising total.
- **School Awards** - Receive 10% of the TOTAL funds in the form of a cheque.
- **100% Donation** - ALL funds raised will be directed to research and services.



# MS Information & Benefits

## Facts about MS:

- MS is the **most widespread** neurological disorder amongst young adults in Canada. It is most often diagnosed between the ages of 15 and 40, however MS can also affect **children as young as 2**.
- **Canada has one of the highest rates of MS in the world.** Every day, **3 families are diagnosed** with MS, an unpredictable and often debilitating disease.
- Funds raised support our dual mission **to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.**
- Since 1977, **over 5 million students have read over 20 million books and raised over \$40 million dollars for MS research and services.**

## Benefits of the MS Read-A-Thon:

- Supports **curriculum based initiatives** like Family Literacy Day and Character Development.
- Encourages students to practice and **improve their reading skills** while teaching children about multiple sclerosis, **disability awareness and the importance of philanthropy.**
- Teaches students about **leadership** and the importance of **community involvement.** Your students will be excited about reading and their power to help others!

Call or visit [msreadathon.ca](http://msreadathon.ca)  
to book your school TODAY!

Phone: 1-800-268-7582 or 416-922-6600 x 3191

Email: [rat@mssociety.ca](mailto:rat@mssociety.ca)