



Central Alberta Chapter
105-4807 50 Avenue
Red Deer, AB T4N 4A5
Telephone: (403)346-0290
Fax: (403)341-3955
Toll Free: 1-800-268-7582
www.mssociety.ca

April 3, 2017

Dear cyclists and anyone affected by MS in the Central Alberta area,

This message is to inform you that the Johnson MS Bike – Red Deer tour has been cancelled. We realize that this will indeed be difficult news for many to hear, as the Johnson MS Bike – Red Deer tour has been a part of the MS community in the Central Alberta area for several years.

Please know that this decision was a difficult one to make and one that was made with careful consideration of everyone affected. This decision was presented to the Central Alberta Chapter board on March 27. Since then, the news has been communicated to members of the volunteer bike committee, as well as to all registered and past participants. Some volunteer committee members have supported the bike tour for several years, not only as volunteers but also as cyclists and fundraisers. Support for the tour runs deep in the community and has for a long time. We recognize and appreciate that.

Why was the tour cancelled? There are essentially two reasons, both of which help us to achieve the mission of the MS Society of Canada: to be a leader in finding a cure for **multiple sclerosis** and enabling people affected by **MS** to enhance their quality of life. Please note that the mission of the MS Society is always front and centre in everything we do and that the following core value underpins all decisions: we keep those affected by MS at the centre of our work at every level of the organization.

The first reason is that we can only do a limited number of things well with the resources available to us. And more than anything, we want the Central Alberta Chapter to be successful. We want to succeed at the Jayman BUILT MS Walk in Red Deer and Drumheller, we want to succeed in our partnership with A&W Burgers to Beat MS, we want to succeed in hosting a local golf tournament, we want to succeed in the many local I Challenge (Third Party) events and at our craft beer event and whisky festival. As there are many fundraising events taking place within the Chapter, we need to prioritize where we spend our efforts.

The second reason is closely aligned to the first reason. As many cyclists will know, the MS Society - Alberta & Northwest Territories Division has two road tours that take place only an hour's drive from Red Deer. The Johnson MS Bike – Leduc to Camrose tour and the Johnson MS Bike – Airdrie to Olds tour are 180 km, overnight events that bring together hundreds of cyclists. They are both large, well-supported tours that can easily accommodate cyclists from the Central Alberta area without additional resources or infrastructure costs. It is the most efficient use of MS Society resources to host two road tours instead of three, especially considering they are only a short drive from each other. The result is that we can dedicate more funding to support MS research and local programs and services.

We are encouraging and hoping that our Central Alberta cyclists will join us in one of our other Johnson MS Bike tours taking place in June. We want our cyclists and their supporters to know that if you donate to someone from the Central Alberta Chapter who participates in the Airdrie to Olds or Leduc to Camrose tours, your donation can stay in the Central Alberta Chapter. That was important to us. We wanted to ensure that resources stay in the community to support people locally.

Finally, we want to assure you that the Jayman BUILT MS Walk in Red Deer will remain an important part of the Central Alberta Chapter, as it is a vital component of our mission. It will continue to provide an important link between the community, the person affected by MS and the local MS Society Chapter.

For more information on Johnson MS Bike - Leduc to Camrose taking place on June 10 & 11 and/or Johnson MS Bike - Airdrie to Olds taking place on June 24 & 25, please call us at 1-800-268-7582 or visit msbike.ca.

We remain as committed to our mission as ever. We invite you to join us in achieving a world without MS by riding, walking or participating in one of our many MS Society events. Thank you for your understanding and ongoing support.

Sincerely,
Darrel Gregory

Darrel Gregory | Director | South Central Region
MS Society of Canada | 150, 110 Quarry Park Blvd SE | Calgary, AB T2C 3G3
Phone: 403-250-7090 x6121 | Email: darrel.gregory@mssociety.ca