

CHALLENGE WALK MS: TEAM CAPTAIN & PARTICIPANT GUIDE



3 DAYS. 50 MILES. CONNECT TO END MULTIPLE SCLEROSIS

SOUTHERN CALIFORNIA | MYMSCHALLENGE.COM | 1-855-372-1331



JOIN A COMMUNITY OF SPIRIT & STRENGTH



TABLE OF CONTENTS

Welcome to Challenge Walk MS: 2017.....	3
We are People Who Want to Do Something About MS NOW.....	3
Impact.....	4
Moving Together: Ways to Participate.....	5
Three Steps to Forming a Team.....	6
Raising Money Has Never Been Easier.....	8
Goal Setting: Who Has the Most Team Spirit.....	9
Fundraising Ideas Notepad.....	10
Team Awards.....	10
Individual Fundraising Awards.....	11
Top 2016 Teams and Fundraisers.....	12
Weekend Itinerary.....	13
Weekend Essentials.....	15
Lodging & Transportation.....	16
Training & Safety.....	17
What to Expect.....	20
Event Policies.....	21
FAQs.....	23

For more information and team resources, please go to: myMSchallenge.com

THANK YOU TO OUR SPONSORS

PREMIER NATIONAL SPONSOR



CARROT-TOP INDUSTRIES inc.
Patriotic, Special Event, and Custom-Made Products.™

GOLD



SILVER



BRONZE



Veg Fresh

SUPPORTING

LUNA GRILL
FRESH MEDITERRANEAN

WELCOME TO CHALLENGE WALK MS: 2017

AS A CHALLENGE WALK PARTICIPANT OR TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY FOR AN EXPERIENCE LIKE NO OTHER.

Taking the first step to register moves us all closer to a world free of MS. This guide will help keep you organized and motivated, as well as provide some great tips for keeping the FUN in fundraising!

CHALLENGE WALK MS: SOUTHERN CALIFORNIA 2017

NOVEMBER 3 - 5, 2017, SAN DIEGO COUNTY

WWW.MYMSCHALLENGE.COM | 1-855-372-1331

COME WALK WITH US

All of your needs will be taken care of during Challenge Walk MS. The route is fully supported with catered lunches, rest stops stocked with beverages and snacks, porta-potties, and support vehicles to provide transportation assistance. You will stay two nights at our host hotel, Sheraton Carlsbad Resort & Spa, and be treated to a banquet dinner and entertainment each evening along with breakfast every morning.

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

ABOUT MS

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.

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 leading to better understanding and moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at 1-800-344-4867 or nationalMSSociety.org

ABOUT THE NATIONAL MS SOCIETY

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Learn more at [nationalMSSociety.org](https://www.nationalMSSociety.org)

IMPACT

To fulfill its mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides services designed to help people with MS and their families move their lives forward. Last year alone, through our comprehensive nationwide network, the Society devoted \$122.2 million to help more than one million individuals connect to the people, information and resources they need. To move closer to a world free of MS, the Society also invested \$54 million to support more than 380 new and ongoing research projects around the world.

FUELING PROGRESS FOR PEOPLE WITH MS

Since 2001, Challenge Walk MS participants, donors and sponsors have raised \$73 million dollars to fund MS research and critical programs for people affected by MS.

Collectively, Challenge Walk MS and other fundraising efforts have helped accelerate research breakthroughs that change lives and will end MS forever.

- » There are more therapies specifically approved for treating and managing MS, and there are more potential MS therapies in development today, than at any other time in history.
- » MS is more quickly diagnosed, enabling early and sustained therapy to slow disease activity.
- » There is much greater awareness of the many symptoms of MS and ways to address them to improve quality of life.
- » Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.

In addition, we ensure each person with MS can live their best life with more connections to information, resources and others with shared experiences, and the voices of people with MS are heard and drive change wherever it is needed.



MOVING TOGETHER: WAYS TO PARTICIPATE

WALKER

Participate in all aspects of the Challenge! Two-night hotel stay, banquet meals, route support, and catered lunches are included. The fundraising minimum is \$1,500 for ages 10-17, and \$2,500 for ages 18+. First time walkers are responsible for raising \$2,000 or more (\$1,000 or more for participants 10-17 years old).

SUPER CREW

Enjoy all of the same perks as a Walker, plus participate in all the event festivities as a Super Crew volunteer. Go above and beyond by working all three event days and meeting your fundraising minimum of \$2,500 (\$1,500 for ages 10-17). (\$500 discount on the fundraising minimum for first time walkers)

CREW

Take on a leadership role by becoming a Crew member. Enjoy breakfast each morning at the host hotel, as well as banquet dinners and entertainment each evening as a Crew volunteer. Work all three event days. Discounted rates on hotel accommodations are available. Fundraising is encouraged!

VOLUNTEER

Come out and volunteer for 3-5 hour shifts on one, two, or all three days of the event. Registration is free!

FRIENDS & FAMILY

Friends and family are welcome at the start line for the Opening Ceremony as well as at Kellogg Park to see you cross the finish line in one of the most important experiences of your life. Friends and family are invited to join for lunch and entertainment.

All participants must be 10 years of age or older to participate in Challenge Walk MS. Any Walker under 18 years old must be accompanied by a participating adult. No exceptions. Walkers ages 10-17 are required to submit a notarized waiver and release prior to the event.

PERSONALIZE A SIGN OF ENCOURAGEMENT!

Send your support and encouragement to a participant with a personalized route sign! Your special message will be printed on a 3x2' sign and posted along the Challenge Walk MS route. You select the sign template, write a special message to a friend or loved one, and we take care of the rest. We'll design, print, and post the signs along the route, and the participant can take their sign home as a keepsake. Each route sign is \$40. Contact us at Laura.Kanellos@nmss.org for an order form. Signs are due by September 30, 2017.



THREE SIMPLE STEPS TO FORMING A TEAM

As part of the MS movement, you and your team are committed to a world free of MS. We're committed to you and the success of your team. Team participation creates great community visibility for a company or organization and provides participants a healthy, community-conscious, fun social outing.

BENEFITS:

- Team website
- Opportunity to participate in team contests
- Team photo at Challenge Walk MS
- Eligibility for Top Fundraising Team rewards based on fundraising success

IMPORTANT THINGS TO REMEMBER:

All team members must register individually. Each team member is required to raise a minimum of \$2,500 (\$1,500 for participants ages 10-17) to participate in Challenge Walk MS. First time walkers are responsible for raising \$2,000 or more (\$1,000 or more for participants 10-17 years old).

For more information and team resources, please go to: myMSchallenge.com

TEAM CAPTAIN DUTIES

Your role will be to serve as a leader to your team members. Throughout the season, the Challenge Walk MS staff will contact you regarding important information, recruitment and fundraising challenges, prizes, rewards, and day-of details. As a team captain and friend, your team members will be more likely to read information that comes from you and it is important that all participants receive the most current and up-to-date information.

Of all Challenge Walk MS participants, 75% are part of a team. Enhance your Challenge Walk MS experience by sharing it with your friends, family, and co-workers. We know that leading a team may seem like a difficult challenge, but this guide provides useful information and helpful tips that will equip you to be a great team captain!

RECRUITING

Team members can be anybody — friends, family, co-workers or neighbors — and they can all easily register to join you online at www.myMSchallenge.com. Whether you're a corporate team or a team of family and friends, be sure to ask everyone you know.

RECRUITMENT CHECKLIST

- I have set my team recruitment goal (Goal for returning team captains should be 10% more than previous year's team)
- I have selected a co-captain and a team committee to assist me in organizing and motivating my team.
- If I'm on a corporate team, I have secured support from my company's top executives.
- I have set a date for our recruitment event and asked the Chapter to send a representative.
- I have publicized my team through posters, newsletters, and word of mouth.
- I have personalized my email signature to show that I'm walking and recruiting team members.
- I have made a list of possible team members and personally asked each to join my team.
- I have ordered my recruitment cards from vistaprint.com to use as a recruitment tool.
- I have encouraged every team member to recruit at least one new member for our team.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone living with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

FUNDRAISING CHECKLIST

- I have set a team goal and have informed all of my team members.
- I have asked my company or organization to make a donation to our team.
- I have asked my team members and donors if their companies have matching gift programs. If so, I have encouraged them to ask their co-workers to donate to them and request matching funds.
- I have planned at least one fundraising event for my team.
- I have ordered MS awareness related fundraising products to give to my potential donors who raise money for my team.
- I have told everyone on my team the date of our fundraising event and delegated responsibilities.
- I have informed the Chapter about our fundraising event.
- I have marked my calendar with dates for special blitz days and team weeks found on myMSchallenge.com.
- I have personalized my personal and team webpage with a picture and a short story about why we walk.
- I have familiarized myself with the fundraising resources available on myMSchallenge.com.

REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends, family members or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Challenge Walk MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!

ENJOY A LITTLE FRIENDLY COMPETITION

Spirit Stick

We've got spirit, yes we do! We've got spirit, how 'bout you? You'll have to show us your spirit if your team wants to win the Spirit Stick! The traveling Spirit Stick will be awarded to the most spirited team at the end of each day.

Best Team Shirt

We know you're creative and we know you've got style, so let's see it! Coordinate with your team members to create the best team shirt and participate in the Friday night catwalk to win an unforgettable prize. Winners will be chosen by our elite panel of judges.

RAISING MONEY HAS NEVER BEEN EASIER! SIMPLE STEPS TO ONLINE SUCCESS

Everyone who registers for Challenge Walk MS gets a Participant Center, the online hub for managing online fundraising.

SET UP YOUR PERSONAL PAGE

Your personal page is your invitation to the world to become involved in the movement to end MS. We're here to help you reach your goals. By setting up a fundraising page, you are setting yourself up for success. Here are a few hints to help make your page one to remember:

- Make it personal — Feature a picture of you or your team. Write the story of how you are moving toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- Provide links to your page — Keep your page current to generate interest. Give updates on how close you are to your fundraising goal.
- Create your URL shortcut — By doing this you will be able to easily direct people right to your page. An easy way to get the word out is by putting a link to your fundraising page in the signature of your e-mail.

REQUEST DONATIONS THROUGH EMAIL

You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, AOL or Yahoo! Or add them manually. In just a few clicks, select and send an appeal for support or a thank-you. Use a pre-written e-mail or write your own.

RECRUIT OTHERS ONLINE

No need to collect paper or spend hours on the phone. Your friends and team members can quickly and easily register themselves online. Have people join you or your team from your page, or use the Participant Center tools to send a registration link via e-mail. You can also download your Outlook contact list into the tool. This tool also can help you to track when e-mails have been opened by a recipient.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. Make it fun by giving incentives to your team members to fundraise online — a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

MANAGE YOUR TEAM (FOR TEAM CAPTAINS)

Email the entire team at once, track their progress, set your team's goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.

SOCIAL NETWORKING

Create a Facebook fanpage for you or your team. You can also post tweets on Twitter for your group and videos on YouTube.

GOAL SETTING: YOUR MAP TO SUCCESS

Establishing a goal is an easy way to maintain motivation as well as give you a benchmark for success. Everyone should set goals for themselves, and we encourage team captains to set goals for themselves and their teams, while keeping these tips in mind.

- Goals should be realistic, but significant — If it requires hard work to attain, it will be a source of more pride for you.
- Team captains: Don't forget to set both personal & team fundraising goals — lead by example. Share your fundraising goal with your team.
- Don't keep your goal a secret! Use e-mail, personal pages, and even internal company intranets and newsletters to communicate goals — and how close you are to attaining them.
- Fun internal competition — If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, please call us at 855.372.1331 or fundraisingsupport@nmss.org.

FUNDRAISING IDEAS NOTEPAD

Listed below are some ideas from other participants, but you should feel free to add your own — and share them with other participants!

- Offer to do something unusual — Shave your head, sing karaoke in a costume, etc. if you reach or exceed your fundraising goal.
- Set up a drawing for the team — Each \$50 raised nets you another chance to win a prize; For friends: a special home-cooked meal for the winner and their family; For employees: a day off.
- Lunch with the president or reserved parking spots — For company teams, reward the top fundraiser with lunch with the president — give the person who recruits the most new team members a reserved parking spot for a month.
- Silent Auction — Hold your own silent auction with food and entertainment.
- Garage Sale — Clean out the attic and basement with a garage sale and donate the proceeds.
- Restaurant Donations — Ask your favorite restaurant or bar to donate a percentage of one evening's income — possibly in return for sponsor privileges.
- Fundraise through Facebook — Fundraise through the new Facebook tool available on your personal page.

TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing.

So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are some of the awards up for grabs at Challenge Walk MS. [Fundraising deadline is October 16, 2017]

Visit myMSChallenge.com for complete listing of Team Awards.

TEAM DIVISION WINNERS

Winners of each team division will receive a special VIP lunch on Saturday along the route (based on money received by the fundraising deadline). Bask in the glory of your win and celebrate with lunch in style! Division winners will also earn reserved tables at the banquet dinners and enjoy their own team start with a song of their choosing.

Division 1: 20+ members

Division 2: 10-19 members

Division 3: 6-9 members

Division 4: 2-5 members

TEAM FUNDRAISING DIVISIONS

Mission Possible: \$75,000+

Gold Award: \$50,000 - \$74,999

Silver Award: \$25,000 - \$49,999

Bronze Award: \$10,000 - \$24,999

PRIVATE TEAM TENTS

Teams that raise a minimum of \$25,000 by the fundraising deadline will receive their very own exclusive team tent at the pre-finish. In the designated area, teams will have tables, chairs, shade, and special treats. Use this moment to celebrate what you've achieved and the finish line you're about to cross! Teams that raise a minimum of \$75,000 by the deadline will also receive a team tent at the start line to kick off a memorable weekend. Set your goals high and work extra hard to earn these great prizes!

SPECIAL TEAM AWARDS

All of these awards will be presented at the banquet dinner.

Top Corporate Team - A symbol of unity between the National MS Society and the corporate community, this award is presented to the top fundraising corporate team.

Top Friends and Family Team - Presented to the top fundraising friends and family team.

Top Fundraising Average Team Award - You don't need 100 team members to win an award at Challenge Walk. This award goes to the team with the highest per-Walker fundraising average.

INDIVIDUAL FUNDRAISING AWARDS

Challenge Walk MS participants are top fundraisers for raising \$3,500 or more! Those who go above and beyond by raising \$3,500 or more will be honored as members of one of the following fundraising clubs. For detailed prize information, visit www.myMSchallenge.com. [Fundraising deadline is October 16, 2017]

INDIVIDUAL FUNDRAISING LEVELS

Elite Feet: \$10,000+

High Tops: \$7,000+

Golden Laces: \$5,000+

Overachiever: \$3,500+

TOP 2016 TEAMS AND FUNDRAISERS

The National MS Society would not be able to fund cutting-edge research or provide programs and services for people living with MS if it were not for the extraordinary fundraising efforts of those who support Challenge Walk MS. Once again, we'd like to show our appreciation to the Challenge Walk MS 2016 top fundraisers who made a difference — together.

2016 TOP FUNDRAISING TEAMS

Hurt SO Good!	Moving with Spirit	MSchievous MooSe
Aye, Aye Captain	Heart & Sole Sisters	Walkaholics
Tough Kitties	Team Dana	Team Heinisch
NorCal Streetwalkers w/ Good Carma	Team Happy Hour	TEAM DAD
Team Momentum	The Jimmy James Show	
	Team Serendipity	

2015 TOP FUNDRAISING PARTICIPANTS

2016 ELITE FEET:

Anne Allen, Hurt SO Good!
Jeanne Woodard, Team Momentum
Brian Grey, NorCal Streetwalkers w/ Good Carma
Joyce Savage, MSchievous MooSe

2016 HIGH TOPS:

Sara Haedtler, Team Serendipity
Ron Cook, Tough Kitties
Jim Beshears, Team Ellen
Jim Watson, Aye, Aye Captain

2016 GOLDEN LACES:

Amy Ehrenkranz, Tough Kitties
Janet Horner, Hurt SO Good!
Ivy Melton, Team Momentum
Amanda Diaz, Marching Marthas
Speer Ezzard, Spoonful of Sugar
Paula Sanchez, NorCal Streetwalkers
w/ Good Carma

2016 OVERACHIEVERS:

Heidi Parish, Aye, Aye Captain
Rod Determan
Beth Cronin, Moving with Spirit
Fran Troy, Walkaholics
Jodi Pearce, Walkaholics
Kathy Flatau
Eileen Whelehan, Truckin'
Cindy Kalicki, Hurt SO Good!
Mavourneen O'Brien
Diane Albini, Don't MS With Me
Amy Mudd, Aye, Aye Captain
Trish Stevens
Deborah Clark
Sam Martin, Aye, Aye Captain
Denise Marchand-Simons, Hurt SO Good!
Susan O'Connor, TEAM DAD
Jim Wookey
Maclaine Parish, Aye, Aye Captain
Erin Lohner, Aye, Aye Captain
Troy Parish, Aye, Aye Captain
Robyn Bjorklund, Hurt SO Good!
Megan O'Neal, Walking For Love

WEEKEND ITINERARY

THURSDAY, NOVEMBER 2: WALK CHECK-IN

4:00 pm - 7:30 pm

Participants may check-in for Challenge Walk MS at our host hotel, Sheraton Carlsbad Resort & Spa. Take this time to meet with old friends and get to know new ones!

Please note: Walkers are financially responsible for their Thursday night hotel accommodations. Reservations will be made by the Chapter. Rates at \$149, plus taxes and fees.

FRIDAY, NOVEMBER 3: DAY ONE

Mileage:

20 miles from Guajome Regional Park Lower Picnic Area to Sheraton Carlsbad Resort & Spa

Start Line:

Intersection of Mesa Dr. & N. Santa Fe Ave, Oceanside, CA 92057

7:15 am

Busses leave from the Sheraton to Guajome Start Line

8:00 am

Last minute Walker check in at start line

8:30 am

Opening Ceremony; family & friends are invited to attend

9:00 am

Challenge Walk MS begins with rest stops every 1.5 to 3 miles

9:00 am - 5:00 pm

Walk 20 miles with a lunch stop at Buccaneer Park in Oceanside

1:00 pm - 5:00 pm

Lounge with food and drinks, Massage Tent, and Nurses' Station open at Sheraton Carlsbad Resort & Spa

6:30 pm - 8:30 pm

Banquet dinner & entertainment at host hotel, Sheraton Carlsbad Resort & Spa

8:30 pm - 10:00 pm

Nurses' Station open at Sheraton Carlsbad Resort & Spa



SATURDAY, NOVEMBER 4: DAY TWO

Mileage:

20 miles from Sheraton Carlsbad Resort & Spa to Ashley Falls Park in Del Mar, CA

6:30 am - 10:00 am

Nurses' Station open

7:00 am

Breakfast in banquet room

8:30 am

Warm-up & stretching

9:00 am - 5:00 pm

Walk 20 miles with a lunch stop in Solano Beach, and rest stops every 1.5 to 3 miles. Continual shuttle service to transport walkers from Ashley Falls Park Finish Line to the hotel

1:00 pm - 5:00 pm

Lounge with food and drinks, Massage Tent, and Nurses' Station open at Sheraton Carlsbad Resort & Spa

6:30 pm - 8:30 pm

Banquet dinner, keynote speaker & candlelight ceremony at Sheraton Carlsbad Resort & Spa

8:30 pm - 10:00 pm

Nurses' Station open

SUNDAY, NOVEMBER 5: DAY THREE

Mileage:

10 miles from Del Mar to Kellogg Park in La Jolla, CA

Finish Line:

Kellogg Park, La Jolla, CA. Pay parking lots for friends and family.

5:30 am - 9:00 am

Nurses' Station open

6:00 am

Breakfast in banquet room

7:00 am - 7:30 am

Shuttle transportation to Ashley Falls Park

7:30 am & 8:00 am

Staggered start

9:00 am - 11:30 am

Pre-finish celebration

11:30 am

All walkers arrive at pre-finish area

11:45 am

All walkers leave together for finish line

12:15 pm

Finish Ceremony with lunch served; friends and family are invited to attend.

Times and locations are subject to change. Walkers will be notified via email. Please be sure you are opted in to receiving email in order to receive important event updates.



WEEKEND ESSENTIALS

PACKING

Pack for all weather conditions as we walk rain or shine. Reminder: Your luggage must weigh less than 40 pounds so our volunteers can safely move it.

CLOTHING

- Friday Night Team T-shirt Contest: teams get a chance to strut their stuff and show off their team t-shirts. Start designing your team shirt and practice your moves for the catwalk NOW!
- 2 pairs of worn-in walking shoes
- 3 sets of t-shirts & shorts, comfortable walking pants
- Waterproof jacket - We know it does not happen much in San Diego, but yes it does rain here!
- 3-6 pairs of socks (moisture wicking)
- Comfortable underwear, sports bra or other athletic support
- Long pants/sweatpants
- Sweatshirt or fleece
- Nice, comfortable outfits for evening events
- Sunglasses
- Hat or visor
- Watch
- Swimsuit (the hotel has a hot tub to soak your sore muscles)

HEALTH/FIRST AID

- Sunscreen
- Lip balm with sunscreen
- Blister Kit: alcohol-free wipes, mole skin, antibacterial ointment
- All required prescription medications
- Petroleum jelly or sport lubricant for chaffing (i.e. Body Glide)
- Anti-inflammatory pain medicine (i.e. Advil)
- Antacid
- Toiletries

HYDRATION

- Hydration pack or like (i.e. Camelback)
- Hip pack with water bottle holder

OTHER

- Camera
- Slippers

LODGING & TRANSPORTATION

HOTEL INFORMATION

After a long day of walking, you'll need someplace to freshen up and rest your weary head. Below are your lodging options for Challenge Walk MS: Southern California 2017. Our host hotel is Sheraton Carlsbad Resort & Spa
Address: 5480 Grand Pacific Dr, Carlsbad, CA 92008
Phone: 760-827-2400

The National MS Society will make all rooming reservations including those in addition to your Friday and Saturday night stays which are included in your fundraising minimum. Rooms in addition to Friday and Saturday night, and for those who don't qualify for rooms, can be reserved at \$149 per night, plus taxes. You will receive an email confirmation in September if you are registered as a Walker, Super Crew Volunteer or Crew Volunteer that you will allow you to submit your lodging needs.

Room assignments are based on double occupancy. Single rooms as well as reservations for crew members, volunteers and guests will be an additional charge. All reservations and costs will be noted in your confirmation packet.

The Ocean Pearl Spa at the Sheraton Carlsbad Resort & Spa is extending a 15% discount to our participants. Book ahead at oceanpearlspa.com.

SHUTTLE INFORMATION

Wondering how you're getting home? We have you covered. The following transportation is included in your participation:

- We provide a bus from the host hotel on Friday morning up to the start line.
- We have support vehicles roving the route all weekend to help get you from rest stop to rest stop, lunch stop or back to the hotel.
- On Saturday, we have passenger vans that will take you from the Day 2 finish back to the hotel.

Outside of the transportation above, if you need a ride from the finish line back to the Sheraton Carlsbad Resort & Spa, you will need to request a ride in your event confirmation. This ride will cost \$15 per person.

PARKING

Secured overnight parking is available at the Sheraton Carlsbad Resort & Spa. Self-parking is available at no charge.

TRAINING & SAFETY

Walking 50 miles takes commitment and training. Although Challenge Walk MS is for people of all abilities, you do need to prepare, both physically and mentally. Start training right away so you will be less likely to experience injuries or pain.

MAKE A TRAINING PLAN

Download suggested training programs based on how much time you have to prepare for the Walk at www.myMSChallenge.com, in the Training & Safety section.

START A WALK JOURNAL

Use a walk journal to keep track of your training, mileage and help you maintain a walking schedule.

PURCHASE WALKING GEAR

Purchase walking shoes and clothing for training. Allow enough time to break in your shoes and test clothing and layering systems. Getting the right shoes for training and Challenge Walk MS is essential.

FIND A TRAINING WALK OR RECRUIT A WALKING BUDDY

Training is always more fun with a friend to motivate you!

HYDRATION IS KEY!

Pre-Training Walk & Pre-Event

- Drink an extra 64 ounces of fluid 24 hours before a long training walk.
- Drink 16 ounces of fluid two hours before exercise. This will allow time for the fluid to pass through your body.
- Drink more during hot weather. If you are sweating more than usual, consume more fluids.
- Avoid caffeinated beverages before your walk. They will cause you to lose fluid and make you thirsty.

During & After Your Walk

- Drink when you are thirsty.
- A sign that your body is well-hydrated is diluted urine that is light or colorless.
- You should be urinating frequently.
- Try to drink five ounces of fluid per mile.
- Drink a combination of water and sports drink after exercising more than one hour.
- Sports drink can help replace your body's sugar and salt that was lost during exercising.



CLOTHING

Wear comfortable walking attire. Sometimes loose-fitting clothes can cause chafing. When you are training, try various clothing choices and layering systems.

- Dressing in layers allows you to remove clothing as you warm up or put it back on if you are cold.
- A shirt made from polypropylene or CoolMax is a better material choice than cotton as it will wick sweat away from the body.
- Socks should be comfortable. Socks made from CoolMax are preferred over cotton as they keep feet drier.

SHOES

Purchase shoes that fit you correctly for training and for Challenge Walk MS. Many specialty running shoe retailers have trained experts that will help you find the perfect shoe. Replace your shoes every 500 miles. For comfort, do not wear new shoes during the event.

- **Fit:** Walking shoes should be a half size larger than your dress shoes. A shoe should fit well and leave room for your foot to expand while walking.
- **Flex:** You should be able to easily bend the forefoot of your walking shoe. A flexible shoe allows your foot to roll through each step.
- **Flat:** Walking shoes should be flat, with not much difference in height between the heel and ball of your foot.

INJURY PREVENTION

Let's take a look at the three most common walking injuries:

BLISTERS

Blisters are abrasions that develop on the foot as a result of friction between the foot and the shoe, and sometimes the sock as well. Blisters can be hard to avoid for the beginning walker, and it is quite impossible to pursue a regular distance walking program without the skin on the major friction areas of your feet being affected. But the goal is to develop protective calluses on these areas rather than blisters.

The common sign that a blister is developing is the feeling of a “hot spot” in a particular area of your foot as you walk. When you feel a hot spot, stop walking immediately and apply a lubricant such as petroleum jelly to the affected area. Lubricate this spot also before beginning your next several walks. This will allow these areas to adapt to the friction of walking more gradually and develop protective calluses instead of blisters.

If a hot spot does turn into a blister, dress it with a product such as Moleskin that is made specifically for this purpose. Use the “donuting” technique of covering the area immediately surrounding the blister but not the blister itself. Do not walk with a bandage covering the blister itself – this will only make the problem worse. Use bandages and antibiotic ointments only between walks to prevent infections and promote healing.

SHIN SPLINTS

The term shin splints is a catchall term for more than one condition affecting the soft tissues of the shins. There are basically two categories of this condition. Pain in the outer frontal area is just a natural part of the conditioning process. As long as you avoid overtraining during the period of time when you experience this pain, it will disappear within a week or so as your muscles adapt to the challenge of consistent walking.

Pain in the inner frontal area of the shin is generally associated with insufficient arch support and can become debilitating if not addressed. If you begin to experience pain in this area, reduce your walking volume and perform more cross-training workouts (e.g. bicycling) to make up the difference. Switch to a shoe with greater arch support or insert over-the-counter or custom orthotics into your shoes. You may also try wearing a pressure wrap on your lower leg while walking.

Never try to push through pain in the inner frontal area of your shins. If you do, it could eventually become a stress fracture!

KNEE PAIN

In walkers, knee pain is generally caused by improper tracking of the kneecap resulting in wearing of the patellar tendon. Typically the failure of the kneecap to track properly during walking is associated with muscular imbalances in the leg that can be corrected with conditioning exercises. Specifically, walkers who develop knee pain are generally weak in the gluteal muscles (buttocks) and in the vastus medialis, one of the muscles comprising the quadriceps.

Bicycling is a great conditioner for the vastus medialis, while Pilates and calisthenics exercises, such as lunges develop, the gluteals. If you develop pain just below the kneecap, reduce your walking and emphasize these cross-training activities until you are symptom free.



WHAT TO EXPECT

FUNDRAISING DEADLINE

You will automatically be assigned a Walker Coach who will contact you shortly after you register. Your Walker Coach will help you reach your fundraising minimum of \$2,500 (age 18+) or \$1,500 (age 10-17)* and answer any questions you have about the event. (First time walker fundraising minimum discount of \$500.)

HOTEL ACCOMMODATIONS & BANQUET MEALS

You will spend two nights (Friday and Saturday) at our host hotel, Sheraton Carlsbad Resort & Spa. Hotel accommodations, banquet dinners and breakfasts are all-inclusive. The National MS Society organizes all room reservations.

CONFIRMATIONS

You will receive a confirmation by email in September. The confirmation requests necessary information for the weekend including your hotel accommodations, credit card information and diet or medical needs. It also confirms that you are committed to Challenge Walk MS - so we can keep costs to a minimum. Please be timely with your submission.

REST STOPS & CATERED LUNCHES

There are rest stops every 1.5 to 3 miles stocked with beverages and snacks. Along with the rest stops, each day you will be treated to a catered lunch. All rest and lunch stops have several port-a-potties or public restrooms and volunteers as well as EMTs to assist you.

LUGGAGE

If you are checking in at the event on Friday morning, you will check your luggage at the hotel lobby prior to boarding the bus to get to the start line. On Day Three, we will transport all participants' luggage from the hotel to the finish line. You simply drop off your gear at the luggage truck before you begin your day, and we will take care of the rest.

LUGGAGE TAGS

Upon check-in, you will receive two luggage tags, we ask that you place one tag on your swag bag and the other on your luggage. This tag will have your Walker number on it. The bags are lined up in chronological order at pick up locations.

SWAG BAGS

Every Walker will receive a swag bag when they check in. This bag will be tagged with your Walker number and be transported to the lunch stop each day allowing you to carry any miscellaneous items you may need (i.e. extra socks or snacks).

MEDICAL ASSISTANCE

There are professional medical personnel stationed along the route, at lunch stops and the hotel. From blister care to wrapping ankles, these trained nurses and EMT professionals are there to help you. All Walkers are required to have medical insurance in order to participate.

SUPPORT AND GEAR (SAG) VEHICLES

The route is continuously monitored by SAG vehicles to provide transportation assistance or any help you may need along the route. The accessible SAG vans can transport you to the lunch stop, next rest stop or finish line.

MASSAGES

We have free massages available at the hotel to loosen sore and tight muscles. Massages are available on a first-come, first-serve basis.

VOLUNTEERS & STAFF

Hundreds of volunteers and dedicated staff will support you throughout the weekend. They are responsible for making the event run smoothly and provide endless support and cheering to keep you motivated.

OPENING AND CLOSING CEREMONIES

We encourage you to invite family and friends to the opening and closing ceremonies to be part of this memorable weekend. The opening ceremony is filled with energy and the closing ceremony will celebrate your accomplishment with a medal presentation, music and lunch.

POST-EVENT TRANSPORTATION

Transportation from the finish line will be provided back to the hotel for \$15. This option will be included in your confirmation.

EVENT POLICIES

FUNDRAISING DEADLINE

The fundraising deadline is October 16, 2017. To honor our participants' commitments and preserve the Society's financial integrity, no one will be permitted to walk who has not raised the minimum pledge prior to the deadline.

SAFETY FIRST

We want everyone to have a safe and memorable weekend. We ask all Walkers to follow these safety guidelines:

- Obey all traffic laws, law enforcement officers and route guidelines.
- Do not wear earphones, use radios or talk on cell phones while on the route.
- No running; this is a walking event.
- Participants may not remain on the route after the last sweep of the day.
- Participants must use sidewalks when available.
- Participants may not walk while under the influence of drugs or alcohol.
- Participants must watch the Challenge Walk MS safety video provided in their confirmation.
- Always pay attention to railway warning devices.
- We reserve the right to remove you from the route and/or event at any time should you violate any of our safety guidelines.

HYDRATION

It is essential to drink fluids before, during and after your walk.

CONFIRMATIONS

Every participant MUST submit their completed confirmation and credit card information to confirm event participation and receive a hotel room reservation. Room assignments will be based on timely submission of confirmations and fundraising status. Confirmations will be emailed.

MEDICAL INSURANCE

All participants must have valid medical health insurance in order to participate in Challenge Walk MS. You must complete a medical questionnaire, provide your medical health insurance information and sign a medical waiver prior to the event. This information will be collected through your confirmation.

MINORS - NOTARIZED WAIVER REQUIRED

All participants must be 10 years of age or older to participate in Challenge Walk MS. Any Walker under 18 years old must be accompanied by a participating adult. No exceptions. **Walkers ages 10-17 are required to submit a notarized waiver and release prior to the event.**

IDENTIFICATION

All participants will be issued event credentials at check-in. Credentials must be worn during the entire event; credentials allow access to route support, rest stops and entry into the banquet room for meals.

PETS

No pets are allowed on the Challenge Walk MS route except registered service animals. Documentation from a veterinarian is required for a service animal's participation.

DAILY CHECK-IN

All participants are required to check in every day at the start lines, lunch stops and finish lines. We strongly discourage anyone from leaving the route, but if you decide not to participate at any time during the event, please notify a member of the National MS Society staff.

WALK TIMES

Each day, the route will open and close at specified times. Any Walker who has not completed the course by the closing time will be picked up and transported to the finish line or hotel. The route times will be published at the event.

WEATHER

Challenge Walk MS will take place rain or shine. Please be prepared with appropriate clothing.

FREQUENTLY ASKED QUESTIONS

1. Where will my donation go?

Challenge Walk MS funds local programs and services to help people and families living with MS, as well as research to find a cure. The combined financial statements for our Chapters and our National office indicate that it costs the Society about 17 cents to raise a dollar.

2. What is the deadline for meeting the pledge minimum?

The fundraising deadline is October 16, 2017. Walkers/Super Crew 18 years or older must raise \$2,500; 10-17 years must raise \$1,500. First time walkers get \$500 discount on fundraising minimum requirement.

3. Does my registration fee go toward my fundraising?

No. Your registration fee helps cover administrative costs and does not apply toward your fundraising minimum.

4. I am mailing in donations. What do I need to do before I seal the envelope?

Please make all checks payable to the National MS Society. Do not send cash. Record the name, address, and donation amount of all donors before sending in donations. By recording this information, you will be able to track your “balance” listed on your webpage against donations that you received to verify everything is correct. Please include walker information and donation distribution.

5. Where do I mail my donations?

Send all donations to: National MS Society
ATTN: Challenge Walk MS Headquarters
12121 Scripps Summit Drive, Suite 190, San Diego, CA 92131

6. How long does it take for mailed donations to appear on my webpage?

It can take two to three weeks for mailed donations to post to your account. Please note that the “real time” standings and contributions listed on the website and the individual and team fundraising totals reflect the information that has been entered into our fundraising system. If you are concerned that a donation did not reach the Society, please contact the Fundraising Support Center at 1-888-372-1331.

7. One of my donors is requesting an EIN number, tax ID number, or a 501(c)(3) letter. How can I get these?

The National MS Society’s EIN and tax ID number is 13-5661935. Please contact us for a 501(c)(3) letter at 888-372-1331.

8. Do all donors receive a receipt?

Only those donors giving \$250 or more will receive an automatic acknowledgement from the National MS Society. Any donor who writes a check may use his or her cancelled check as a receipt. You may also download receipts from the website.

9. Are all donations tax deductible?

Donations are tax deductible to the extent allowed by law.

10. What are matching gifts and how do I know if I’m eligible to receive them?

Many employers have programs that contribute or “match” donations made to nonprofit organizations. The donor should check with his/her human resources department to confirm if a matching gift program is offered. Please note: for matching gifts to count towards your minimum pledge, matching gifts forms must be received prior to the fundraising deadline. Please contact the Fundraising Support Center at 888-372-1331 for questions regarding your matching gifts.

MORE INFORMATION

Have a question or concern this guide did not address? Check out our website at www.myMSChallenge.com for additional information or connect with us at 1-855-372-1331.



**3 DAYS. 50 MILES.
CONNECT TO END
MULTIPLE SCLEROSIS**

SOUTHERN CALIFORNIA | MYMSCHALLENGE.COM | 1-855-372-1331