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## For Immediate Release

# Cyclists Take to the Streets to Create a World Free of MS

26<sup>th</sup> Annual Bike MS: Waves to Wine Ride to be held on September 12<sup>th</sup> & 13<sup>th</sup>

**SAN FRANCISCO, June 30,, 2009** – The Northern California Chapter of the National Multiple Sclerosis (MS) Society will hold its *Bike MS: Waves to Wine Ride* from San Francisco to Healdsburg on September 12<sup>th</sup> and 13<sup>th</sup>, 2009.

More than 2500 cyclists are expected to come out to help raise the goal of \$1.75 million to support direct services for the more than 20,000 people with MS and their families in Northern California and national MS research to find a cure for this chronic disease of the central nervous system.

People can participate in Bike MS individually or as a team. Volunteers are also needed!

**WHAT:** Bike MS: Waves to Wine to benefit the Northern California Chapter of the National Multiple Sclerosis Society

### **WHEN & WHERE:**

#### September 12, 2009

7 am - Day 1 of ride begins at UCSF Mission Bay Campus quad. 40, 75 and 100 mile route options.

12 pm – 5pm – Cyclists arrive at overnight festivities at Sonoma Mountain Village in Rohnert Park. Live music, massage tents, wine and beer garden, dinner.

5:30 pm – National MS Society Program begins

#### September 13, 2009

7 am - Day 2 of ride commences at Sonoma Mountain Village . 50 and 75 mile route options.

11:30 am – 5 pm – Cyclists cross finish line at Lake Sonoma in Healdsburg

**PARTICIPATION/ VOLUNTEER REGISTRATION:** Visit [www.wavestowine.org](http://www.wavestowine.org) call 1-800-344-4867 or email [info@wavestowine.org](mailto:info@wavestowine.org) .

**WHY:** Proceeds raised will benefit the Northern California Chapter of the National MS Society.

**PSAs:** Radio, television and print Public Service Announcements are available upon request.

**About Bike MS: Waves to Wine**

Established in 1980, the National MS Society's Bike MS Ride is the country's largest organized charity bicycling event series. *Bike MS: Waves to Wine* is now in its 26<sup>th</sup> year and attracts over 2,000 riders from all over the world. Last year, participants raised \$1.7 million to help create a world free of MS. *Bike MS: Waves to Wine* is a two-day fully supported ride that includes six full meals, generous amenities, stocked rest stops every 12 to 15 miles, SAG vehicles, camp sites, spirited festivities and music, a wine and beer garden, massage tent, and more.

### **About the National Multiple Sclerosis Society**

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. In 2007 alone, through our home office and 50 state network of chapters, we devoted over \$136 million to programs that enhanced more than one million lives. To move us closer to a world free of MS, the Society also invested over \$50 million to support 440 research projects around the world. We are people who want to do something about MS NOW. Join the movement at [nationalMSSociety.org](http://nationalMSSociety.org).

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 [nationalMSSociety.org](http://nationalMSSociety.org) or 1-800-FIGHT-MS (344-4867).

### **About Multiple Sclerosis**

- 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 advancement, 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 as men being diagnosed with the disease.
- MS affects more than 400,000 people in the U.S. and 2.5 million worldwide.

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