

## 2010 Honorary Chair



*The 2009 Carnation Campaign in Montreal was a big success, raising almost \$98,000 for multiple sclerosis. So I was proud and eager to accept the position of honorary chair for a second year. I'm also happy to announce the return of the **Evening in Red**, a sensational event you won't want to miss!*

*I'm highly aware of MS because someone close to me has had to cope daily with the effects of this disease for several years. So I encourage all of you to give generously to the cause by taking part in the activities related to the 2010 Carnation Campaign.*

Together, we will end MS!

**Chris-Ann Nakis**

Owner and Operator, Bâton Rouge Montreal  
1050 de la Montagne Street and 180 Ste-Catherine Street West

## EVENING IN RED

### Dinner Cocktail

Come out and experience the thrill of the **Evening in Red!**

Special guests, silent auction, draw, performances and more...

**Wednesday, May 26, 2010**  
**World MS Day**  
**5:30 P.M.**

**Bâton Rouge**  
**1050 de la Montagne Street**  
**Montreal**

Reserve your place now and help us double last year's result by reaching \$100,000!

RSVP :

**514-849-7591**

[sarah.paquette-beaudry@mssociety.ca](mailto:sarah.paquette-beaudry@mssociety.ca)

## Did you know?

Multiple sclerosis is the most common neurological disease affecting young adults in Canada.

Most people with MS are diagnosed between the ages of 15 and 40 and women are more than three times as likely to develop MS as men.

Between 13,000 and 18,000 Quebecers and between 55,000 and 75,000 Canadians have MS.

## Where does the money go?

Thanks to you, the Quebec Division and local chapters of the Multiple Sclerosis Society of Canada were able to allocate more than \$1.2 million in 2009 for research to aid in the battle against multiple sclerosis!

To speed up the discovery of a cure for MS, the ongoing endMS Campaign will raise \$60 million to recruit, train, support and retain the next generation of MS researchers in Canada and to improve the treatment of this disease.

## Our mission

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

## Our services

Here are a few examples of the services offered for people with MS and their families.

- Up-to-date information and free documentation;
- Support (toll-free number, self-help groups);
- Recreational and sports activities (summer camp);
- Equipment loans;
- Conferences and presentations.

For the benefit of:



Quebec Division

550 Sherbrooke Street West  
East Tower, Suite 1010  
Montreal, Quebec H3A 1B9

Tel.: 514-849-7591 or 1-800-268-7582

Fax: 514-849-8914

Email: [info.qc@mssociety.ca](mailto:info.qc@mssociety.ca)

# Use the power of the flower

**TO END MS.**



## Flowers to end MS. We need your help!



Photo : TVA

buy a carnation on the Mother's Day weekend.

May is MS Awareness Month. This cause is very important to me personally since, like thousands of other Quebecers, my mother, Monique, has had to live with the devastating effects of this disease for more than 50 years. The advances to end MS give us hope, but your contribution is still essential to beat this disease. So I urge you to think of all the people who have MS when you make a donation or

I personally will be very grateful to you!

*Sophie Thibault*  
**Sophie Thibault**  
 Anchorperson, TVA Nouvelles  
 MS Ambassador and Spokesperson for  
 MS Awareness Month in May

## The Carnation: Symbol for a Cure The MS Carnation Campaign

The first MS Carnation Campaign was launched in Laval, in 1975. Because the event was so successful, the campaign was extended across Canada the next year.

The MS Carnation Campaign is an important source of funding for the Multiple Sclerosis Society of Canada, and Quebec makes a huge contribution. Last year, Quebec raised \$582,000, including more than \$98,000 from the Montreal campaign.

## New! Exclusive!

This year, you can buy **Sophie's Bouquet**, a Montreal exclusive, for which the flowers were chosen by Sophie Thibault herself!

With this unique bouquet, you will help people with MS achieve their drea**MS**, while delighting your loved ones.

### Watch your donation blossom into a cure Give our flowers on Mother's Day



Special Carnation \$1.50



Bouquet \$15



Sophie's Bouquet \$25



Bouquet \$50

The photos illustrate the kinds of bouquets.

For more information about the MS Carnation Campaign, visit [www.mssociety.ca/qc/oeilletEn.htm](http://www.mssociety.ca/qc/oeilletEn.htm)

## MS Carnation Campaign 34th edition, May 6 to 8, 2010 Place your order now!

Company : \_\_\_\_\_

Contact : \_\_\_\_\_

Address : \_\_\_\_\_

City : \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel. : \_\_\_\_\_ FAX : \_\_\_\_\_

Email : \_\_\_\_\_

Delivery date (May, 5, 6, 7 or 8, 2010): \_\_\_\_\_

Time of day (AM or PM): \_\_\_\_\_

Description	Price	No.	Total
Donation for campaign	----	---	\$
Single carnation (min. 50)	1,00		\$
Special carnation (min. 50)	1,50		\$
Bouquet	15,00		\$
Sophie Thibault's bouquet	25,00		\$
Bouquet	50,00		\$
<b>EVENING IN RED</b> (ticket)	150,00		\$
Delivery (orders of less than \$100)	10,00	---	\$
<b>TOTAL :</b>			<b>\$</b>

### Payment method

**Cheque made out to :** MSSC, Quebec Division

**Credit card**  Visa  MasterCard

Amount : \_\_\_\_\_ Expiration : \_\_\_\_\_ / \_\_\_\_\_

Card no. : \_\_\_\_\_

Cardholder's name : \_\_\_\_\_

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

**PLEASE RETURN BY APRIL 28, 2010**

**BY FAX:** 514-849-8914

**BY MAIL:** MS SOCIETY, QUEBEC DIVISION  
550 SHERBROOKE STREET WEST  
EAST TOWER, SUITE 1010  
MONTREAL, QUEBEC H3A 1B9

**INFORMATION:** 514-849-7591, EXT. 226

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