

MDS FOUNDATION, INC.

MDS AWARENESS WALK



**VIRTUAL
RUN/WALK**
NEW YORK CITY

SEPT 12, 2020
9:00AM-11:00AM

5K • 1/2 MARATHON • FULL MARATHON

Thank you signing up for the 2020 New York MDS Awareness Walk! We wanted to provide you with some information to help you with your Virtual Run/Walk Experience. In this Toolkit, you will find:

- 1. Registering & Fundraising***
- 2. Instructions for Mapping out Your Own 5K Route***
- 3. Social Media Instructions***
- 4. How to Record and Submit Your Own Race Time***
- 5. Information on the MDS Marathon Challenge***
- 6. Schedule for the Event Day, and Day of Event Information***
- 7. Honorees & Event Leadership***
- 8. Thank You to Our Sponsors!***

If you have any questions on the following content, please reach out to Amy M. Ferrone at 908-723-4815 or aferrone@poweredbyprofessionals.com.

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1. Registering & Fundraising

If you've received this packet, you've probably already signed up to race – Thank you for registering! But if you haven't, you can go to <https://www.mds-foundation.org/mds-awareness-walk/NewYork/> to sign up for the event. Simply click on "REGISTER" and you'll have the option to sign up as a runner, walker, or child participant.

Once you've registered, we highly encourage that you create a Team so that your friends can join you in fundraising for the event. You'll be prompted to create a team after you register to run/walk, but you can also go to the link above and click on "CREATE A FUNDRAISING PAGE" to get started.

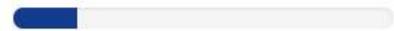
Once you have a fundraising team, you can share it with your friends to have them either join your team as a fundraiser, or register for the event through your page. It's that easy!

You should know that becoming a fundraiser for the event enables you to win prizes and giveaways that regular participants don't get! There will be rewards for highest individual fundraisers, highest team fundraisers, and other fundraising competitions. Stay tuned for more updates on these competitions!



McGuire vs. MDS

In Dec of 2014 I was given a diagnosis that upended my world. Thanks to the MDS Foundation I was able to connect...



TOTAL RAISED
\$865.10

GOAL
\$5,000

VIEW

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2. Instructions for Mapping your 5K Route

Mapping a 5K route in your area is easy!

If you'd like to find a 5K route that has already been certified by the USATF, you can always go to <https://certifiedroadraces.com/search/>, and search for certified routes in your city. If you want to map your own 5K route, we recommend using [Map My Run](#). You will need to make a Map My Run account, but it's free and easy to use.

Once you have an account with Map My Run, you can start mapping out a 5K route near you:



1. Start by clicking on the map where you want your "Start Line" to be, and click along a route that you want to measure. Be sure to use the Tool panel to switch from miles to kilometers to map 5 kilometers. *(Note: 5 kilometers is roughly 3.12 miles)*

2. If you don't think that your neighborhood is well-suited for a 5K, then consider mapping a route in a local park. You can also use their search feature to find a route near you that's already been mapped out.

3. Reach out to us with any issues or questions. We'll be happy to help guide you in finding or creating a route.

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3. Social Media Instructions

We want you to share your experience with everyone! If you're willing to post on social media about your 5K then we have a couple of hashtags that we'll be using:

#IRunForMDSF
#MDSFStrong
#StrongWithMDSF
#AllAboutMDSF



Here are a couple of recommendations on what you can post about:

- *Why* you're participating in the MDS Awareness Run/Walk
- If you have a fundraising team and you're making team shirts, you can post pictures of the team shirts
- You can post a picture of the route that you create for the 5K
- Or you can post a picture of you getting ready to run the 5K itself

Keep in mind that there will be photo contests for Best "Team" Photo and Best "Finishing" Photo:

- Best "Team" Photo – awarded to the team with the most creative social media post on event day
- Best "Finishing" Photo – awarded to the most creative post after you've completed your 5K
- To submit your photos, we will be sharing a hashtag to use when posting your images

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4. Recording and submitting your time

Be sure to use **Strava** to log and record your time. To do so, just log into that app on your phone or online and find the “MDS Foundation” **Club**. You can find this on your browser here:

<https://www.strava.com/clubs/712175/leaderboard>

STRAVA

Once you have the Strava app downloaded, or you’ve gone to the event online:

1. We ask that you create a Strava profile
2. Then join the **event** labeled “[New York - MDS Awareness Walk.](#)”
3. When you run on September 12th, be sure to have your phone with you, and record your run using their record feature. You’ll be able to then upload your time to the event!

Please keep in mind that all race time submissions should be done on good faith. Some people’s routes will be flatter and have less hills, and some participants may be running on sidewalks and waiting for traffic lights while others are in a park. In the spirit of the MDSF community, please be honest about your time when submitting your results

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5. The MDS Marathon Challenge!

We invite you to join this year's Marathon Challenge! To participate, in the 30 days leading up to the event walk or run the total length of a full/half marathon, MINUS the length of a 5k. On the day of the MDS 5k, September 12th 2020 (or the day preceding or following, if preferred), you'll complete your full/half marathon!

To support the MDS Foundation, we encourage you to reach out to friends, relatives, or anyone who will listen to pledge a dollar amount for each mile or kilometer you run/walk! That being said, any and all support would be a huge help to the MDS Foundation.

To celebrate your accomplishment and contribution, you'll be rewarded with a special token as proof of your achievement!

Half marathon:

Before the event: run/walk 10 miles/16.1 km

During the event: run/walk 3.1 miles/5 km

Full marathon:

Before the event: run/walk 23.1 miles/37.2 km

During the event: run/walk 3.1 miles/ 5 km



Track your run/walk distance and times in Strava – their training feature can allow you to track your progress leading up to the event! Feel free to break up your runs/walks in whatever intervals you feel most comfortable with. You can break it up into a mile a day or every other day, or challenge yourself to go for longer distances over a longer period of time! Either way, you'll be reaching your goal while contributing to an important cause!

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6. Schedule of Events for September 12th

(Links for each of the program elements will be provided in advance of the event)

- 9:00am: Event Day Kickoff & Warmup Livestream
- **9:15am: Race Starts!**
- 10:30am: Honoree Awards Livestream
- 11:00am: Race Winners Announced, and Team Photo Contest Winners announced

7. Honorees & Event Chairs:

Nobility in Science Award:

Lewis R. Silverman, M.D.

Event Co-Chairs:

Stuart Goldberg, MD

Jennifer Keam, MD

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ONCOLOGY

Gold Sponsor



Silver Sponsor



Bronze Sponsor



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