

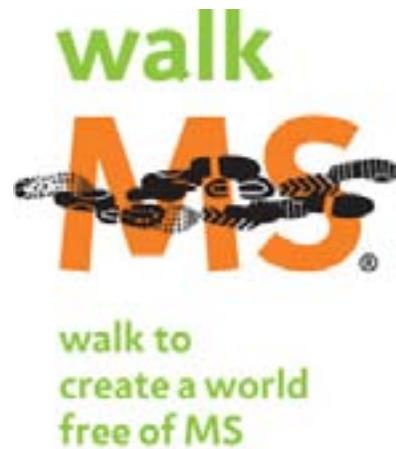
2011 Walk MS Oklahoma Corporate Partnership Recap



National MS Society
Oklahoma

Tulsa, OKC, Lawton

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Walk Mission: Walk MS is the rallying point of the MS movement, a community coming together to raise funds and celebrate hope for the future.

Pfizer Benefits Recap



On behalf of all of us working to end the devastating effects of multiple sclerosis, thank you for your support of the Walk MS 2011 events in Oklahoma! More than 4,500 participants walked in eight communities to raise funds and rally around the MS movement. Together, Oklahomans have raised nearly \$400,000 for Walk MS Oklahoma in 2011.

We greatly appreciate Pfizer's support; your sponsorship allowed us to keep the event costs at a minimal level, which ultimately allows more proceeds to go towards programs and services for Oklahomans affected by MS.

You have touched the lives of thousands of Oklahomans and their families living with (MS) who depend on the National Multiple Sclerosis Society, Oklahoma for programs and services within their community. Thank you for joining us on a journey toward an unbeatable destination - a world free of MS.

As a sponsor of Walk MS Tulsa, Oklahoma City and Lawton, Pfizer generously contributed \$11,000. In return, the National MS Society provided Pfizer with the following benefits:

- 10' x 10' tented booth including an MS Ambassador inviting attendees to experience those symptoms commonly associated with those living with MS
- Booth was placed next to the Pfizer exhibitor booth with Pfizer banner and signage "MS Experience sponsored by Pfizer"
- Pfizer logo included on 64,000 event brochures and 1,500 event t-shirts
- Pfizer logo on the official event poster
- Sponsorship listing on website with link
- Recognition in opening ceremonies as event sponsor



Walk MS Recap

Across Oklahoma, residents hit their stride to benefit the Oklahoma National MS Society's 2011 Walk MS.

Lawton kicked off the Walk fundraiser on April 9. In Lawton, 335 participants laced up and stepped out in this important journey to help 400,000 Americans living with multiple sclerosis. Lawton's walk raised \$48,562 this year. The next walk was in Tulsa, where 1,300 participants hit the city streets to raise \$111,455. Last but definitely not least, Oklahoma City had a record breaking Walk on April 30. These die-hard supporters numbered 2,458 and raised an incredible \$169,206!

This year's Walk MS events were hugely successful. Combined, these high-steppin' fundraisers raised \$329,223. With the help of sponsors such as Pfizer, funds raised through the annual Walk MS series support breakthrough research. Proceeds also support ongoing programs and services for those with MS, including wellness classes, career counseling, advocacy, financial assistance, scholarships, utility assistance and more.



Event by the Numbers

4,500 total walkers in this year's events

\$400,000 raised for research and services at this year's events

28 corporate teams joined the movement

300 volunteers supported our efforts

32 average participant age

90 percent of participants who are college educated

\$90,000 average household income of a Walk MS family

Word on the Street

"I'm walking for those who can't"

"I walk to raise money to help find a CURE!"

"The walk was so much fun, my family had a great time!"

"Two thousand people walking for a cure - now that's moving it!"