



This year was our first year advertising with the Town Planner. The National Multiple Sclerosis Society Maryland Chapter is a non-profit organization helping those living with multiple sclerosis in the state of Maryland. With over 6,500 individuals currently living with MS in the state of Maryland, this is a very prevalent disease.

One of our annual fundraising events is Walk MS. Each year we hold 9 walks across the state to raise money and awareness for MS. The Town Planner was a great forum for us to run monthly advertisements about the walk. It gave us a place to put reminders about the event, how to contact us and where to go to sign up for Walk MS.

We felt that our advertising in the Town Planner was very beneficial as we achieved a 21% increase in participation and 45% increase in dollars raised in comparison to last year's event.

The Town Planner staff was a joy to work with and we look forward to working with them again in the future. Thank you Town Planner!

Jessica L. Potter

Western Maryland Community Development Coordinator
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Maryland Chapter
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Did You Know...

Every week over 200
Americans are diagnosed
with MS



**National
Multiple Sclerosis
Society**

Maryland Chapter

800-344-4867
www.nmss-md.org

JOIN THE MOVEMENT

Cumberland Walk MS,
April 4.
Call 800-344-4867 or visit
www.marylandMSwalk.org

walk
MS

Maryland
Walk 2009