



The ALS Society of New Brunswick is a non-profit organization consisting of dedicated volunteers across the province.

Our goal is to have a presence in every geographic area in New Brunswick so that we can fully support people living with ALS.

Our Mission is to develop the best quality of life available to each and every ALS client in New Brunswick by exceeding their expectations and contributing directly to their hope for a cure.

We will achieve this by providing timely, accurate, and professional service at every contact and by making annual donations to support research.

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ALSNB QUARTERLY

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SPIRIT GALA -

A celebration of South American Wine & Culture
in support of the ALS Society of New Brunswick

The ALS Society of New Brunswick is gearing up for its first major fundraiser of the year, the first annual SPIRIT GALA, on May 12, at the Atrium of the Blue Cross Centre in Moncton."

SPIRIT is an experience - an opportunity to taste the wine and cuisine of South America, and experience its culture with dance and music.

The funds raised at the event will go to the Equipment Fund of the ALS Society of New Brunswick, the focus of our fundraising efforts in 2011.

Equipment for an ALS client may cost more than \$140,000. The ALS Society of New Brunswick helps with these costs by offering an Equipment recycling program, and by purchasing new equipment for clients.

The Society is able to help with a wide variety of equipment needs including mobility assistance, respiratory care equipment and assistive communication devices.

The Gala on May 12 begins at 7 p.m. Guests will enjoy a number of food stations featuring the spicy cuisine of South America. Each station is paired with a wine sampling from some of the continent's most popular vineyards.

The event will feature light speeches and a small number of SPIRIT Award presentations. A silent auction, based on the well-known ALS tagline "What would you do, while you still could?" will offer a number of 'experiences' on which to bid.

Tickets for SPIRIT are \$100 each. SPIRIT Supporters may consider a table of 10 for \$1,000. Tickets can be purchased by calling Carol at 871-8042.

THIS ISSUE:

SPIRIT Gala
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**Only 200 tickets available -
reserve yours today!**



The 2010 Walks for ALS were an amazing success, raising nearly \$80,000 for ALS client services and research.

That's a 15% increase from 2009.

In 2011, you can expect to see some exciting changes, including a new incentive structure, and a new online registration process. We will also be growing our Team SPIRIT Competition.

The funds raised from the Walk for ALS go to support both research at the national level, and client services here in the province.

In 2010, we approved the purchase of new equipment for clients, valued at more than \$80,000.

As well, we were able to support the children of ALS clients through the Support for Champions Fund.

We thank you for your help and support and look forward to seeing you at this year's Walk.

Moncton - June 4

monctonwalk@alsnb.ca
(Bore Park)

Miramichi - June 4

miramichiwalk@alsnb.ca
(French Fort Cove)

Saint John - June 11

saintjohnwalk@alsnb.ca
(Market Square)

Fredericton - June 12

frederictonwalk@alsnb.ca
(Officer's Square)

TEAM SPIRIT COMPETITION

What is the Team SPIRIT Competition?

Inspired by the indomitable spirit of our clients and their families, the team SPIRIT competition celebrates the power of working together.

This competition also promotes the values of fun and friendship! It also encourages a little healthy competition as you compete against other SPIRIT Teams (Competitors) for prizes - including most creative team name, funniest team shirts, best team song/poem and most unusual SPIRIT theme.

To be eligible for the Team SPIRIT Competition your team must be made up of ten members. If you have more than ten members you are encouraged to create a second team.

Team SPIRIT Competitors are encouraged to choose a unique team name and theme - some theme ideas include cartoon favourites (Mouse ears anyone?), seasonal teams (Jean's Sunshine Gals), location oriented themes (Hawaiian shirts?), or even colours (the boys in blue). Create a t-shirt, a costume, decorate your bicycle as a float for the walk - the only limit is your imagination, so go for it and have fun!

Team SPIRIT Competitors are also encouraged to write a Team Song or Poem (to be presented at the competition!). You can write your own song or re-write an oldie (We are going to WALK Around the Block tonight, we're going to walk, walk, walk, 'til broad daylight.)

**Show your SPIRIT! Put some fun into your day
and join us with your team SPIRIT!**

New prizes this year for Team SPIRIT Competitors!

Register Early for the WALK for ALS

**When you register online before May 15th,
you will be entered into a draw to win a
4GB Ultra HD Flip Video camera
emblazoned with our SPIRIT logo.
Register today at www.walkforals.ca**



WALK INCENTIVES

We know our Walkers don't raise funds exclusively for the incentives they may receive, but we also know it's not easy to raise money.

We want to reward your hard work by providing some incentive gifts.

This year, the ALS Society of Canada and the ALS Society of New Brunswick have a new incentive program.

Purple T-shirts - available to all participants who raise \$100 or more.

Stainless Steel Waterbottle - all participants raising \$250 or more will receive a stainless steel waterbottle with our new SPIRIT logo.

Fleece Blanket - all participants who raise over \$500 will receive a fleece blanket - perfect for those cool nights on the beach.

California Innovation Cooler - all participants who raise over \$1,000 will receive a collapsible 24-can cooler. Perfect for a family picnic at home or in the park.

iPod Shuffle - all participants who raise over \$2,500 will receive a 2 GB iPod Shuffle.

Additionally, everyone who raises over \$1,000 will be entered into our provincial grand prize draw for a trip for two anywhere WestJet flies.

The TOP fundraiser in each province will receive a Canon HD Digital Camcorder from ALS Canada.

Incentives are based on the dollars raised on your individual pledge form, not on the team total.

To help our registration volunteers determine appropriate pledge level, please ensure each Team member has their own pledge form(s).

The ALS Society of New Brunswick celebrates the indomitable SPIRIT of our clients.

We see the determination and strength that our clients and their families have when diagnosed with this disease. They give us hope, and renew our faith.

As staff and volunteers, top of mind each day is how we can help our clients live better lives with this disease. How can we help to enrich and celebrate their SPIRIT?

To celebrate that SPIRIT and bring awareness to the public, we have chosen the word SPIRIT and designed a logo that will be part of an ongoing three-year fundraising and awareness campaign.

You will notice that all of this year's events are SPIRIT events. Even our Walk for ALS has a SPIRIT component with the Team SPIRIT Competition.

As part of the giving campaign, ALS will be launching its Planned Giving program, allowing corporations and individuals to give directly to SPIRIT campaign. You can also give directly to SPIRIT online at CanadaHelps.org (choose SPIRIT).

**If you have any questions about SPIRIT,
or to make a donation over the phone,
please call Carol at 506-858-0373.**

**Don't forget to check out
www.alsnb.ca
for more information on
our programs and services.**