



Marketing Guide for local organizers

A Mission Possible

On June 10, 2008 four determined men begin an incredible journey [™] travelling across Canada from Victoria on hand cycles and ending in St. John's, Newfoundland in mid-September. All four are paraplegics. They strongly believe that breakthrough Canadian research will enable them and millions of others to walk again, making their gruelling trek a ***Mission Possible***. This research will also have far-reaching implications for conditions such as: Alzheimer's, Parkinson's, diabetes, stroke, multiple sclerosis, concussive head injury, and major wounds.



All we need to do is raise 30 cents from each Canadian.

Only 30 cents to save lives, get people out of wheelchairs, create medical breakthroughs in several diseases and save our healthcare system untold billions of dollars.

The help that you give to this *Mission Possible* will impact on millions around the world.

Thank you.

Charlie Cetinski

Les McLaughlin

Chuck Mealing

Harvey Uppal

VERSION 1: May 30, 2008

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Introduction



A few years ago I injured my back in an accident and was much luckier than the four energetic and determined men who are now about to embark on their incredible journey. I didn't end up in a wheelchair, but could have.

One of the four told me that they are undertaking this grueling journey as, "insurance for all of us" because we never know when our lives will change dramatically like theirs did.

Because of recent science, they firmly believe that within five years that they and millions of others in wheelchairs around the world will be able to walk again.

All it needs is 30 cents from each Canadian. Yes, only 30 cents.

If we all share, then the breakthrough medical miracle created by the Canadian research team at McMaster University, with input from researchers in Alberta, Prince Edward Island, Italy and Germany, will become a reality. We're world leaders in this research and should be darned proud of it!

As an actor, I deal in make believe situations. As the honorary chairperson of Wheel to Walk Canada, I'm very excited about the reality that we will be able to make such a tremendous impact on people's lives.

But, we can't do it without you. So get out your calculators, determine how many people there are in your community, your company, your church, your school, then multiply that by 30 cents. It really isn't that big a task to raise only 30 cents from each person. But together, we'll make a huge impact around the world.

In this marketing guide, you'll find the tools you need to help you raise those 30 cents. If you need more help, please contact us.

Think 30!

Patrick McKenna

Patrick McKenna
Honourary Chairperson

The Wheelchair Athletes

Wheeling across the country on specialized bicycles is a major physical undertaking for anyone, let alone someone confined to a wheelchair. However, the months of exhausting training, the pain and the sacrifice will all be worth it because the four men hand cycling across Canada know deep in their hearts that within five to 10 ten years they will be able to walk again. After exhaustive investigation of their own, they have put their trust and support behind the breakthrough Canadian research team that was the only one in the world to repair a mature spinal cord injury in rats. Since they have such a huge personal stake in the success of this research, the four wheelchair athletes are backing it 100%. Not only do they strongly believe that they and others will be able to walk again because of this research, but they also believe that it will also impact significantly on the lives of those with strokes, Alzheimer's, Parkinson's, stroke and other neurological diseases.

Having emigrated from Slovenia to Canada in 1962, team leader Charlie Cetinski, 65, is particularly proud to be Canadian. Like his fellow wheelchair athletes, he is equally proud of the accomplishments of the Canadian research team that his colleagues are backing. "Canada is so close to becoming the first in the world to help people walk again and to impacting on other neurological diseases. Canadians should be very proud of these accomplishments", says Cetinski.

Other groups fund work to make people live better with spinal cord injuries. The McMaster-based group is the only one focused on making people live better without these injuries. That in itself is a huge difference.

Charlie Cetinski



Charlie, 65, is a very active individual and has enjoyed many varied experiences both in his career and his personal life. A master electrician by trade, he is a successful entrepreneur leaving his mark not only in the industrial electrical contracting industry but also as chair of Flamboro Springs Water. He has consulted on several significant projects in Ontario like the first toll highway 407 and the District Energy Project for Markham Hydro. Charlie balances his entrepreneurial drive with a love of flying, nature and music. In 1992 he and his close friend Stuart Loten won first place in the 50th Anniversary Alaskan Trans Canada Highway Float Plane competition which challenged its competitors from all around the world to complete a specified route with uncompromising skill, precision and timing.

Charlie's life, however, would take a tragic turn in 1997. Shortly after take off during a routine test flight, the aircraft he was piloting crashed and Charlie was seriously injured, sustaining third degree burns and a spinal cord injury. This did not change Charlie's incredible drive and spirit. Shortly after he was released from the hospital he founded the Golden Horseshoe Marathon, a one-of-a-kind event to raise awareness about the challenges of living with spinal cord injury and funds for spinal cord research. In 1992 Charlie, along with another team member broke the world record by completing 10 consecutive wheelchair marathons!

Les McLaughlin



Les just turned 50, a milestone year for anyone, let alone someone wheeling across the country to help others suffering from neurological diseases. Helping others is part of his nature. As a member of the Lions Club and as an active participant in the Golden Horseshoe Marathon, Les has helped raise many dollars to help others. But his past history of giving has only laid the groundwork for the major undertaking that will mark his half century celebration.

Not only does Les work full time as a system performance technician for Toronto Hydro where he tests various programs, when his work day is done, he trains almost three hours a night with his hand cycle mounted on rollers.

Previous to his accident, which took place in 1999, Les was an Emergency Response Technician for Toronto Hydro, who enjoyed jogging, canoeing, bike riding, horseback riding and camping, to name but a few of his favourite activities. After his accident, Les underwent two operations and one year of intense rehabilitation. He is wheelchair bound but was able to return to work in November, 2001. Today he still enjoys computers, canoeing, hand bike riding and camping amongst a variety of other activities. Les has served as the captain of the Golden Horseshoe Marathon team for the last five years.

Les very much wants to help draw attention to this Canadian research and by doing so, help others. He is more than aware of the immense physical and psychological changes that take place when your life is turned upside down by a spinal cord injury. “Many people do not bounce back, live on government assistance and their growth stops”, he says. “Just imagine this”, he says. “You hear about a major car crash with multiple deaths and injuries, yet a few months later hear about those who had been paralyzed walking again. That reality is right around the corner. Just imagine the impact it would have on people’s lives and the pressure it would take off our health care system.

“Even after wheeling out in blizzards, snow and later in intense heat to raise money, when you see the faces of those you’re helping, the huge sacrifice we make is well worth it”, he says.

Chuck Mealing



Feisty forty-three-year-old Chuck Mealing has been a paraplegic since he suffered an accident at the Crystal Beach Amusement Park in Fort Erie in 1982. At the age of 18, Chuck felt that his life was over. “I was wrong,” he says. “My family and friends made me see that life still goes on.

Never one to like sports – his only physical activity had been playing Frisbee – Chuck now enjoys physical activities such as marathons, scuba diving, biking, swimming and boating. But it was not always like that. Despondent about never being able to walk again, Chuck

had drowned his anger and pain in drugs and drinking, losing friends along the way and straining family relationships. Suddenly one day, he realized that his attitude needed a major readjustment and, much to his credit, he made it and has never looked back.

Happily married for the past 13 years, Chuck builds houses and decks from his wheelchair.

Chuck is anxious to use his natural feistiness to push his three team mates as they wheel across the country. As the fastest of the four wheelchair athletes and the person bringing up the rear of the pack, Chuck takes great pride in keeping his team mates on pace.

Is he looking forward to participating in the Wheel to Walk Canada tour? "You bet. I want to make sure that nobody else spends their valuable youth in a wheelchair."

Harvey Uppal



Entrepreneur Harvey Uppal believes that the Canadian research that he and his fellow wheelchair athletes are backing "is a miracle in the making".

Harvey, 50, could serve as an inspiration for us all; not only as a diversely skilled individual, but for his courage in the face of adversity. Born in Britain, Harvey immigrated to Vancouver in 1977. A trained industrial electrician, he assumed the position as head electrician for a local mill. As testament to his entrepreneurial nature, Harvey also began a mushroom farm in 1981. Happily married and the proud father of three, Harvey had little idea his life was about to change. In 1989, Harvey was involved in a serious accident. Pinned under a piece of heavy equipment, he was left irrevocably paralyzed. A man of unshakeable spirit, Harvey continued to run his business despite his injury. Harvey and his family relocated to Burlington, Ontario in 1991 where he bought and continues to manage a motel. Harvey has also become an active participant in the Golden Horseshoe Marathon through his friendship with founder Charlie Cetinski. Thus far, he has taken part in three marathons and he trains 40 to 50 km every day. Harvey is a very active individual especially in supporting any scientific research that may lead to a cure for spinal cord injury.

Like his fellow wheelchair athletes, Harvey is very impressed with the research team's regeneration of the nerves and the insulation that forms around the nerves. "This is not a promise. It is a reality and I feel as if I am going to climb Mount Everest in a wheelchair", he says. "We are proud to be backing such a solid, proven foundation of medical advancement. It is the most promising research out there." Harvey has been a wheelchair for 15 years and until recently felt that there was no hope of ever walking again. When asked what message he wants to give Canadians, he says, "This is not just hope, this is reality."

Canada's Breakthrough medical research

In 2006, after 25 years of hard work and collaboration with researchers around the world, a Canadian research team at McMaster University was able to accomplish what had never been done before. The Hamilton-based team, led by Dr. Michel Rathbone and Dr. Shucui Jiang, successfully regenerated nerves in the chronically injured spinal cords of rats. In doing so they restored the nerve signals from the brain to the legs, enabling the rats to walk again.

The wide impact of this discovery

This Canadian medical discovery is a breakthrough not only for those with spinal cord injuries. It will have enormous spin off value for other diseases because all of us have stem cells present in many organs of our bodies, including the brain. These work in normal repair and maintenance functions. So it follows that this work in the future may have far reaching implications for development of treatments in a wide variety of disabling neurological conditions such as: Alzheimer's, Parkinson's, diabetes, stroke, concussive head injury, and major wounds. This will provide further incalculable benefit to the health of Canadians and savings in health care costs. The importance of these findings was recently recognized by the scientific community – a huge hurdle - at the GTCbio International 4th Stem Cell Research & Therapeutics Conference in Boston where the Canadian research team was awarded the opportunity to present their findings: one of only three in the world to do so.

Breakthrough discoveries

This “medical miracle”, so dubbed by the four wheelchair athletes, was made possible by two breakthrough discoveries.

1. The rats' own cells from the nervous system of the intestine were successfully transplanted into the spinal cord

Ethical questions about embryonic stem cells no longer need apply after the team discovered that adult cells (enteric glia) that support the nervous system of the gut could be injected into the spinal cord and enhance recovery of function without being rejected by the immune system. These adult cells are found in abundance in the intestines of animals and humans. When isolated, grown in cell culture, then transplanted back into the rats' spinal cords, these cells:

- stimulated nerves to grow through the injured spinal cord;
- reduced the damage in the spinal cord;
- stimulated nerves to form functional connections; and
- improved function of the injured spinal cord.

This breakthrough avoided the problems of tissue rejection. They also are very stable since the mature enteric glial cells do not develop into other types of cells after transplantation into the central nervous system. Therefore they do not grow uncontrollably and form tumours.

2. One of the body's natural substances stimulated adult stem cells in injured spinal cords to grow and to produce cells that insulated the damaged nerve fibres

The team discovered that guanosine, a naturally occurring molecule in the body, enhances functional recovery after CHRONIC spinal cord injury by stimulating adult stem cells already present in the adult spinal cord to grow and develop into cells that insulated the nerve processes. This improved conduction of nerve impulses through the nerve processes that were still surviving after spinal cord injury.

These two approaches open a new perspective on treatment of spinal cord injuries. In essence, the rats' own enteric glial cells caused nerve fibres to grow, and guanosine, a natural molecule, stimulated the intrinsic stem cells to help repair the chronically-injured spinal cord.

Next steps

The research has reached the stage where the team must now explore the molecular and cellular mechanisms underlying these important changes and translate these unique findings into clinical trials. It is a critical time as the team prepares to apply their breakthrough findings and take the research to the next level.

- Immediately, the research technique will be refined, then trials begin with small animals such as dogs who are prone to have spinal cord injury over the course of their lives.
- Within one to two years, trials could begin in humans because guanosine is a naturally occurring compound.
- In five years, the research team could begin combined enteric glial cell and guanosine trials in humans.
- In quadriplegics even a small improvement could transform their lives – if techniques like these can make the spinal cord recover over even a few centimeters – they would be able to use their arms, and gain a great deal of independence. This would dramatically change their lives.

Medical collaboration

Although the lead research team is based at McMaster University, they have collaborated on this research with several groups at McMaster as well as investigators in other universities in Canada such as the University of Prince Edward Island, the University of Calgary and the University of Western Ontario. The investigators of the Hamilton Neurorestorative Group also work with European groups, including those from University College, London, UK, the universities of Milan, Trieste, Camarino, and Chieti-Pescara, Italy,

The impact of spinal cord injury on Canadians

It takes only an instant for a spinal cord injury (SCI) to happen, but the devastating effects of the injury can last a lifetime. Over 84% of spinal cord injuries occur to people under the age of 34, and over 60% of people with spinal cord injury are unemployed. Healthcare costs over a lifetime can reach \$2.5 million per person and that does not take into account other aspects of the economy that are influenced by a lack of participation in the workforce, nor the indirect economic impact on the 10 million Canadians whose lives are affected in some way by children, teenagers and adults living with spinal cord injury. Together these place a huge economic and personal burden on society.

Neurorestoration – a new approach

Dr. Shucui Jiang heads a unique NeuroRestorative Group at McMaster's Department of Surgery. This Group differs from most others around the world that work towards *improving* lives of those with spinal cord injuries. They, in contrast, are working to actually *restore* neural function after chronic spinal cord injury or disease.

This Group draws together individuals dedicated to neurorestorative research, developing collaborations and translating fundamental scientific findings into the clinical arena. The flow of research from molecular, cellular, whole animal studies, clinical studies and function in society for individuals with neurological deficits has been readily achieved through the collaborative efforts of the group and its national and international collaborators.

Turning research into reality

The NeuroRestorative Group is taking the holistic approach in order to turn the research into reality as quickly as possible. The group includes:

- those with expertise in the chemical synthesis of new molecules that will be needed to track the fate of the stem cells after they are implanted to spinal cords;
- surgeons capable of doing the necessary transplantations;
- kinesiologists to use state of the art body weight supported treadmill training; and
- social scientists to evaluate the effects of these interventions on the patients' emotional well-being.

What is needed to make this a reality?

Only 30 cents for each Canadian!



Ways you can help

Your help is most appreciated. Depending on the time and effort you can afford, there are three levels of involvement in your community. The ultimate goal: to raise the equivalent of 30 cents from each person in your community.

LEVEL ONE Introduction	A well-organized news conference scheduled when the wheelchair athletes come through your community is vitally important since the media is key to getting the message across. Using the news release provided, you would need to contact the media, making sure they understand the importance of this event. You would also need to ensure that the mayor, business leaders and others are invited.
LEVEL TWO Fundraising Event	<u>In addition to organizing a formal news conference,</u> you may also wish to plan a fundraising event that the wheelchair athletes would attend. These two events should be separate so that the important message about the research is not lost.
LEVEL THREE Ongoing Fundraising Campaign	<u>In addition to the media event,</u> you may wish to develop an ongoing fundraising campaign throughout your community. This campaign would last until you have reached the goal of raising the equivalent of 30 cents from each person in your community. You would need to work with other organizations, including the media, to build excitement and participation.

Donations

Donations can be made:

- Online at www.wheeltowalkcanada.org
- At any branch of the **TD Bank**. Simply inform the teller that you would like to donate to Wheel to Walk Canada, they will bring up the donation form on their computer and the donation will be made automatically.
- By cheque made out to, and sent to: **Wheel to Walk Canada, PO Box 699, Waterdown, ON L0R 2H0**

Please feel free to add other donation locations in your community.
Tax receipts will be issued for donations of \$20 or more.

Ideas

Use your imagination. Have fun. Get creative. Here are just a few ideas which we are sure will spark many more. And, don't forget to share them with others across the country. Just email them to info@wheeltowalkcanada.org and we'll make sure other organizers know about them.

Create Challenges within your community

Thirty cents is small change indeed. Since you are not asking for much, and since the impact on millions around the world will be so strong, it should be easier to collect "just" 30 cents.

Create challenges amongst various groups such as: real estate agents, business owners, insurance agents, service clubs, churches. You may even wish to set up a challenge with a neighbouring community.

Establish a "30 cent" day

Ask the Mayor to declare one day as Wheel to Walk Canada "30 cent day". Get the newspaper, television and radio stations involved. Call their promotion departments to ask how they can promote that day. Then make sure the Mayor sends out a news release, or better still holds a news conference, to declare that special day, making sure people are aware. Have celebrities in malls, on street corners, collecting the "just" 30 cents.

Use your network

An energetic and committed real estate agent, Karen Filice (karenfilice@cirriusrealty.ca) has taken it upon herself to encourage at least one real estate agent in each community on the route to help organize the welcome and fundraising in their community. She is promoting the incredible journey™ in real estate publications and contacting agents she knows across the country. We all have networks that can be tapped for 30 cents each!

Funeral home donations

Encourage local funeral directors to place the Wheel to Walk poster (found on the website) in a prominent location and to remind families of this choice for designated donations.

Wheel a mile in their “shoes”

To underscore the magnitude of the journey that these four men are undertaking, ask media personalities and elected officials to try their hand at wheeling even a mile on a hand cycle.

Dealing with the media

Before the wheelchair athletes arrive in your community

Since many people walk, run, jump and skip across the country to raise awareness and dollars for a good cause, there is lots of competition. So, it is important to build the credibility of the breakthrough Canadian research and the huge impact that it will have not only on those in wheelchairs, but those suffering from many other diseases as well.

- **Ten days** before the athletes arrive in your community, send out News Release (a) to let people know they are coming.
- **Three days** before the wheelchair athletes arrive in your community, you should contact the media to alert them to your media event.
- Mail the news release and backgrounder to the city editor of the newspapers, assignment editor at the television stations and news director at the radio stations, making sure it is sent in time that they receive it three days before the event. It would be good to also contact the health/science reporters.
- If emailing them, place the news release and backgrounder into the body of the email message since many media will not open attachments. In the subject line, write: *News Conference: Four men will walk again.*
- Never assume that they will have received your message. It could be on the bottom of a pile. A call from you will bring it to their attention. Always say, “I need only one minute of your time to tell you about a news conference. Is this a convenient time?”
- The key message is that breakthrough Canadian medical research has allowed rats with chronic spinal cord injury to walk again because their nerve cells were regenerated. Four paraplegics, who are wheeling across the country to raise 30 cents from each Canadian to continue this research, will be in our community in a few days. Once you have got their attention, provide them details.
- The wheelchair athletes will, of course, be available for interviews during the media event. If some media wish to interview them before they arrive to build excitement, an interview can be arranged with their Road Manager, whose coordinates can be found in the Contact section of this guide.

Planning the media event

- The objective of the media event is to (a) let people know about the breakthrough Canadian technology and the impact it will have on millions, and (b) encourage them to donate (at least) 30 cents.
- The location needs to be wheelchair accessible.
- The media will want a good “photo op”, so plan it in a location whereby the wheelchair athletes can wheel in and out to give the cameras good moving shots.
- All four wheelchair athletes are passionate about what they are doing, so you can be assured that they will all speak well.
- If you can, choose an MC who is well known.
- You may wish to have the event at city hall with the Mayor and Councillors welcoming the wheelchair athletes to town.
- You may wish to invite an audience to the event. Along with the media, they could include elected officials, people with physical disabilities, and representatives from health care organizations whose constituencies will be impacted by this research.
- Ensure that you have plenty of space at the front of the venue so that the wheelchair athletes can come in on the hand cycles.

Media event scenario

- Remember to have copies of the news release and backgrounder on hand.
- MC welcomes people to the event.
- MC explains why the four wheelchair athletes are wheeling across the country, then welcomes them to the news conference.
- The Wheelchair athletes then enter the room.
- MC introduces the group’s founder, Charlie Cetinski, using information taken from the wheelchair athletes’ bios.
- Charlie explains why they are backing this research. Note that he will be throwing out the challenge to your community to raise 30 cents per citizen. Charlie then introduces his three colleagues, each of whom will speak for one minute.
- They call from questions from the media.
- If the Mayor or MP or MPP is in attendance, they should make some remarks.
- The MC ends the event by encouraging the community to raise only 30 cents per person explaining how it will be collected in your community. Note, donations can be dropped off at any TD Bank. (NOTE: check the web site to see if any other locations have come on board. You are most welcome to add other collection locations in your community)
- A 30 cent collection container is then passed around by the wheelchair athletes.
- The wheelchair athletes will mingle with the guests and media. Some of the media will want photos of them wheeling outside, so you have to play it by ear.

The incredible journey’s route

Check out the route and schedule on www.wheeltowalkcanada.org

Marketing materials

These materials can be found in the APPENDIX, unless specified.

Backgrounder on the research (can be found on page 7 and also on the website)

Bios of the wheelchair athletes (can be found on page 4 and on the website)

News Releases

- (a) To let people know they are coming to town (send 10 days before they arrive)
- (b) To announce the news conference (it should arrive on the media's desk three days before the event)

Invitation letter to elected officials to participate

Letter to organizations urging them to participate in fundraising

Email message to be shared with others

Video spokesperson to be added to websites

Public Service announcements

- a. Print
- b. Radio
- c. Television

Contact Us

Home base

Phone: 1-888-929-3631

Email: info@wheeltowalkcanada.org

www.wheeltowalkcanada.org

Road Manger Jim Anderson while traveling with the wheelchair athletes

Cell: 905 928-7766 or 905 966-5007

Email: mij@sympatico.ca

Appendix

Following are various marketing materials. If you cannot cut and paste them from this pdf document, you can get them off of the website www.wheeltowalkcanada.org in the LOCAL ORGANIZERS' section. The user name is: local and password is: wheelie.

News Release (a): letting the media know the wheelchair athletes are coming to town

Four men who know they will walk again coming to (name of community)

On June 10, 2008, four determined men began an incredible journey [™] travelling across Canada from Victoria on hand cycles which will end in St. John's, Newfoundland in mid-September. They arrive in our community (date).

All four are paraplegics. They strongly believe that breakthrough Canadian research will enable them to walk again, making their gruelling trek a ***Mission Possible***. This research will also have far-reaching implications for conditions such as: Alzheimer's, Parkinson's, diabetes, stroke, multiple sclerosis, concussive head injury, and major wounds.

The purpose of their journey is to make sure every Canadian knows about what they call this "medical miracle", for which they are planning on raising 30 cents from each Canadian to ensure that it continues.

More information about this incredible journey can be found at www.wheeltowalkcanada.org.

(Optional): Add information about what your group is doing to help.

(30)

Local Contact

News Release (b): To announce the news conference

News Conference

Date:

Time:

Location:

Only 30 cents from each Canadian

That's all that four Ontario-based men, all paraplegics, are asking of each Canadian as they hand cycle across Canada this summer.

This news conference will be held to introduce these very committed men, each who believes passionately that breakthrough Canadian research will enable them to walk again and will impact on other neurological diseases such as Alzheimer's, Parkinson's, stroke, diabetes and others.

They will outline this research, the first in the world to regenerate nerves in spines of rats, enabling them to walk.

They will also outline their goal of collecting 30 cents from each Canadian to ensure that this research continues into the human trial stage.

www.wheeltowalkcanada.org

(30)

Local contact: (insert)

Invitation letter to elected officials to participate

Dear _____:

On June 10, four men, all paraplegics, began a gruelling cross-country incredible journey™ hand cycling across the country to draw attention to breakthrough Canadian medical technology that they believe will enable them and millions of others to walk again.

This research will also have far-reaching implications for neurological conditions such as: Alzheimer's, Parkinson's, diabetes, stroke, concussive head injury, and major wounds.

They will be arriving in our community on (date) and we are coordinating the local efforts to help them raise 30 cents per Canadian for this mission possible and would appreciate your help.

This “medical miracle”, so dubbed by these wheel chair athletes, was made possible by two breakthrough discoveries in rats, a world first.

1. The rats' own supporting cells from the nervous system of the intestine were successfully transplanted into the spinal cord and stimulated functional recovery of the injured spinal cord. This unique approach avoids the problem of rejection by injecting cells from someone else.
2. Guanosine, one of the body's natural substances, can stimulate the growth and differentiation of adult stem cells already present in all of us. In rats with chronic spinal cord injury, it stimulated the intrinsic cells to divide and differentiate into cells that insulated remaining nerve fibres, thus making them better able to conduct nerve impulses. This produced significant functional improvement even in rats with CHRONIC spinal cord injury.

We are holding a news conference on (date, time and location) and would very much appreciate having you participate in the news conference, formally welcoming them to our community.

More information about this venture can be found at www.wheeltowalkcanada.org.

We will be contact your office soon. Any help you can provide, would be most appreciated.

Sincerely,

Letter to organizations urging them to participate in fundraising

Dear _____:

Some very special people will be arriving in our community on (date) and we are coordinating the local efforts to help them raise 30 cents per Canadian for their mission possible and would appreciate your help.

On June 10, these four men, all paraplegics, began a gruelling cross-country incredible journey™ hand cycling across the country to draw attention to breakthrough Canadian medical technology that they believe will enable them and millions of others to walk again.

This research will also have far-reaching implications for neurological conditions such as: Alzheimer's, Parkinson's, diabetes, stroke, concussive head injury, and major wounds.

This "medical miracle", so dubbed by these wheel chair athletes, was made possible by two breakthrough discoveries in rats, a world first. Funds are being raised to ensure that the research continues with human trials.

The rats' own supporting cells from the nervous system of the intestine were successfully transplanted into the spinal cord and stimulated functional recovery of the injured spinal cord. This unique approach avoids the problem of rejection by injecting cells from someone else.

Guanosine, one of the body's natural substances, can stimulate the growth and differentiation of adult stem cells already present in all of us. In rats with chronic spinal cord injury, it stimulated the intrinsic cells to divide and differentiate into cells that insulated remaining nerve fibres, thus making them better able to conduct nerve impulses. This produced significant functional improvement even in rats with CHRONIC spinal cord injury.

More detailed information about the research can be found at www.wheeltowalkcanada.org.

We could use your help in several ways:

- Raising at least 30 cents from each person in your organization
- Promoting the research and its importance through your communications networks
- Encouraging all individuals within your organization to spread the word.

We can provide you with any marketing materials you need. Your assistance would be most appreciated.

Sincerely,

Email message to be shared with others (available after June 19)

New technology now allows you to share a video message through an email. The impact is greater because it personalizes the message. And, since the video spokesperson is accessed through a link within the email, your message won't burden their email system.

This video email encourages people to donate at least 30 cents and directs them to the website for more information.

It can be accessed from the website: www.wheeltowalkcanada.org/email

Video Spokesperson to be added to your website (available after June 19)


New Canadian technology from Ottawa's vdoLife.com also allows you to add a moving spokesperson onto your website without making any changes to your site or affecting its functionality in any way. This video overlay can be added as a separate entity to your site through the addition of one line of HTML code which is added to your website's source code. It's easy to do and very effective. You can pause or stop it any time you wish. It is hosted separately from your website and will not cost you a penny.

You can preview these messages and receive instructions on how to easily overlay it on your website through: www.wheeltowalkcanada.org/spokesperson

Public Service Announcements

These can be accessed on the website: www.wheeltowalkcanada.org

PSA #1 2" x 4"



**We need
just 30¢**
from every Canadian.

Our own researchers are the first in the world to help rats with spinal cord injuries walk again. This research also will impact on Alzheimer's, diabetes, Parkinson's, stroke and more.

Donations at any
TD Bank

www.wheeltowalkcanada.org

PSA #2 4" x 2"

This is all we need.

Just 30¢ from each Canadian. Four men, all paraplegics, are hand cycling across Canada to raise funds to continue breakthrough research, a world first. Not only will it help them, and millions of others walk again, it will impact on stroke, Alzheimer's, Parkinson's, diabetes and more.



Donations can be made at any TD bank or www.wheeltowalkcanada.org

RADIO PSAs

#1 – Generic 60 second(a local celebrity or announcer can voice this PSA)

Sound Effects

Bikes whizzing by

Announcer

This summer, four men, all paraplegics, will be hand cycling across Canada to raise awareness, and funds, for breakthrough Canadian research. This research was the first in the world to regenerate the nerves in the spines of rats, enabling them to walk again. These four men strongly believe that this research, if continued, will allow them and million of others to walk again in just a few years. This medical breakthrough will also have far-reaching effects on neurological diseases such as Alzheimer’s, Parkinson’s, stroke, diabetes and head injuries.

They are only asking 30 cents from each Canadian. That’s all. Just 30 cents will make such a huge difference in people’s lives. Not only here at home, but around the world.

You can donate your 30 cents – or more - at any TD bank or online at wheeltowalkcanada.org. That’s wheeltowalkcanada.org.

#2 – Generic 30 seconds

If every Canadian donates just 30 cents, it could change the lives of millions. Four men, all paraplegics, are hand cycling across Canada this summer to talk about a world first Canadian medical research that they believe will enable them, and others to walk again. This research also will impact on Alzheimer’s, Parkinson’s, stroke, diabetes and head injuries.

Donate your 30 cents at any TD Bank or at wheeltowalkcanada.org.

#3 – Local Organizer PSA

I'm (name) of the (organization) and I wanted you to know that we are proud to be helping to collect only 30 cents from each Canadian to allow world first Canadian medical research to continue. It already has enabled rats to walk again. Your 30 cents will fund research in small animals and humans. This research will also impact on neurological diseases like Alzheimer's, Parkinson's, stroke and diabetes.

Drop off your 30 cents, or more, at any TD bank or donate online at www.wheeltowalkcanada.org. That's wheeltowalkcanada.org.

TELEVISION PSAs

These will be available online at www.wheeltowalkcanada.org.



THINK 30!