

The magazine of the National Multiple Sclerosis Society

Momentum

FALL 2011



Phil Keoghan and the MS Research Revolution!

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Falls"**

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MS[®]

National
Multiple Sclerosis
Society

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of the
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BRIAN HODES, VELOIMAGES.COM

“Amazing Race” host and MS Ambassador Phil Keoghan is proud to have become the first official NOW MS Research Champion. Read more about his partnership with the Society and the MS Research Revolution on page 56.



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Cover photo:
Brian Hodes caught
Phil Keoghan doing a
mountain sprint.

Phil Keoghan and the MS Research Revolution

Phil Keoghan, host of the Emmy Award-winning TV show **The Amazing Race**, is a man who not only pushes his contestants to the limits, but who knows the true meaning of “No Opportunity Wasted” himself. After nearly dying in a dangerous underwater TV shoot when he was 19, Keoghan sat down and wrote out everything he wanted to accomplish in his life. His list has evolved over the years, including putting a golf ball across Scotland. “Honestly,” Phil said, “I have no idea why I wanted to putt across Scotland so badly.”

Keoghan’s list is not all fun and games. Two years ago he checked off a major goal: Biking across the country, from Los Angeles to New York City—for a cause. Keoghan had been participating in Bike MS events since 2005, so he turned the ride into an MS fundraising event. His goal was to raise \$250,000: He hit that milestone halfway through the 3,500-mile, 40-day ride and wound up raising over half a million dollars. A documentary, **The Ride**, was later released about his amazing odyssey.

Keoghan describes the ride as life-changing. “It was my first chance to spend time with people who have MS.” He said these experiences strengthened his commitment to the movement.

The beginning of NOW

In 2004, Keoghan published **No Opportunity Wasted: Creating a List for Life**. In the book he shares his dynamic philosophy, providing a guide to help readers create their own personal Lists for Life.



This year, Keoghan partnered with the National MS Society to launch **NOW: An MS Research Revolution**, lending the NOW acronym from the slogan he’s made famous.

“There’s a chapter in my book, ‘Aim for the Heart,’ about doing things for others,” Keoghan explained, “and that incredible feeling you get from helping someone. Whatever you give, you get back tenfold. That’s been my experience working with the Society. I can’t think of a more fitting cause for the NOW philosophy.”

Keoghan is currently spearheading “NOW and Novartis for MS,” a professional women’s cycling team dedicated to raising MS awareness.

Keoghan is proud to have become the first official MS Research Champion. “I’m hoping as many people as possible will join me and become champions themselves.”

No Opportunity Wasted—NOW

MS is complicated. So is MS research. The science is difficult to understand and the steps between idea and treatment are complex. But the solutions that research leads to are elegantly simple. **Stop** the progression of MS. **Restore** functions already lost to MS. And **end** MS for future generations. These solutions are the focus of NOW, our five-year \$250 million research fundraising commitment.

“We are committed to pursuing **all** promising paths,” said Dr. Timothy Coetzee, the Society’s chief research officer.

“We’re serious about leaving no stone unturned,” Dr. Coetzee continued. “We must increase our investment in potential leads, with a focus on progressive forms of MS, and we must support health policy and rehabilitation research because they can maximize quality of life. Only a comprehensive approach to all three solutions will achieve a world free of MS.”

Become a Champion for MS Research

Do questions about MS research sometimes leave you feeling stumped? Do you wish for a simpler way to talk about why MS research is so important? Join us today by going to nationalMSSociety.org/nowchampion or by calling 1-800-344-4867. Armed with some clear concepts, Champions help others get informed and involved.

Follow the challenge

Research Champions can more easily follow developments and what they mean—research by people like Dr. Jonah Chan and Dr. Angela Hahn, a Society research fellow, whom Dr. Chan is mentoring at the University of California, San Francisco. Chan has been supported by a career transition award from the Society. It not only kept



STOP



RESTORE



END

him in the MS field, but, he said, “made me feel accountable. I tapped into a whole community, a bigger purpose, because of contacts with patients and family members as well as other MS specialists.” Now he’s tackling the challenges of understanding myelin membrane structure, a critical component to repairing damaged myelin.

Dr. Hahn, who developed MS herself while in graduate school, brings a special commitment to her work. “When I was interviewed by Jonah he worried that I’d be frustrated with the slow process of research. But my training had taught me that even a failed experiment is progress. When the work is hard I still have motivation.”

Act—NOW

Research Champions are critical in helping the Society reach the \$250 million goal. NationalMSSociety.org/nowchampion tells how. To discuss other giving opportunities, please call the Individual Giving team at 1-800-923-7727.

