



NEWS RELEASE

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COTTONWOOD CITY MANAGER DOUG BARTOSH TAKES TOP SPOT (BARELY) IN "FRIENDLY COMPETITION" AT *BIKE MS: RIDE THE VORTEX*

Sedona City Manager Anxious for Another Shot Next Year

VERDE VALLEY, Ariz. (May 22, 2013): Despite battling some tough winds on Highway 89A, "the tortuous hills of Sedona and the brutal rays from the vortex," Cottonwood City Manager Doug Bartosh managed to cycle about 25 miles more than Sedona City Manager Tim Ernster during last weekend's **Bike MS: Ride the Vortex – Sedona Verde Valley**, a two-day, cycling event featuring options for all riders with routes ranging from 30 to 100 miles.

Bartosh covered 75 miles and Ernster managed about 50 alongside more than 700 riders who cycled through the Verde Valley over the two days. But both men came away with one thing in mind: next year.

"Coming back on Highway 89A was a challenge, and I believe I said some unpleasant things under whatever breath I had left about the folks at the MS Society and that I would never do this again," Bartosh said with a grin. "But after getting to the (Verde Valley) Fairgrounds and resting for a little bit, I am ready to begin training for next year. All considered, it was fun and I met many great people."

Ernster conceded gracefully. "I was able to do about 50 miles. Doug did about 75. Congratulations, Doug."

The big winners, though, were the communities of Sedona and Cottonwood and the more than 8000 men, women and children in Arizona with MS because dollars raised at the event will be invested in research. There is no cure for MS.

Final numbers aren't expected until early July, the fund-raising deadline for cyclists to collect donations from sponsors. Last year, the event raised more than \$600,000.

As a result of Bartosh's mileage, he and a guest will tour and have lunch at the Javelina Leap Winery. Both he and Ernster will then turn their attention to the men and women who are struggling to put food on their tables. The two city managers, along with Cottonwood Mayor Diane Joens and Sedona Mayor Rob Adams of Sedona will prepare food for the hungry at the Sedona Community Food Bank and the Old Town Mission in Cottonwood on a day and time to be determined.

"We're incredibly grateful to the communities of Cottonwood and Sedona and the entire Verde Valley for their hospitality, support and, of course, their sense of humor, in helping make Bike MS a success," said Jim Elflin, President of the Arizona Chapter of the Multiple Sclerosis Society. "We heard so much positive feedback from the people involved with this year's event and we're looking forward to making next year even better."

Bike MS is Arizona's premier bike ride and part of the nation's largest national cycling series supported by the National Multiple Sclerosis Society.

For more information, visit www.bikeMSarizona.org.

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About Multiple Sclerosis

Multiple Sclerosis (MS) interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

About the National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS through our 50-state network of chapters. We fund more MS research, provide more services to people with MS, offer more professional education and further more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS. We are people who want to do something about MS now. Join the movement at nationalmssociety.org.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at <http://aza.nationalMSSociety.org> or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.

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