



GO THE DISTANCE.
MAKE A DIFFERENCE — FROM ANYWHERE.

SAMPLE TWEETS FOR VIRTUAL MS BIKE

1. The @MSSocietyCanada's #MSBike is now virtual! The world may look different, but our commitment to a world free of MS remains unchanged. We can go the distance and make a difference, from wherever we are! Join my team for virtual MS Bike: (Link to your Bike page)
2. Join me in going virtual for the @MSSocietyCanada's #MSBike with my team (Team name here)! While we can't gather in-person to show our support for MS, we can still act. Every action taken when we challenge MS together brings us closer to a world free of MS. Join my team: (Link to your Bike page)
3. Put the pedal to the... carpet! It's time for the @MSSocietyCanada's virtual #MSBike. We know the world looks different right now, and things continue to change, but our commitment to a world free of MS remains the same. Join virtual MS Bike today at msbike.ca.
4. Go the distance and make a difference! Strap up your helmet because today is @MSSocietyCanada's virtual #MSBike! From wherever you are, join the thousands of MS Bike participants riding towards a world free of MS. Support the tens of thousands impacted by this disease: (Link to your Bike page)
5. MS is a disease that affects not only individuals, but their families and loved ones too. On July 25 and 26, you can change the future for families affected by MS, like mine, by participating in virtual #MSBike! Register at msbike.ca.
6. An estimated 11 Canadians will be diagnosed with MS today. I'm riding virtually to change that. On July 25-26, I will be riding with my team (Team name here) while maintaining social distancing measures in the first-ever virtual #MSBike! Support my fundraiser: (Link to your Bike page)
7. This year's #MSBike may look different, but it continues to support a cause that is near and dear to my heart. I'm riding in memory of (Insert name) and thousands of other Canadians affected by MS. Support my fundraiser: (Link to your Bike page)
8. Today, I'm riding for (Insert name) and thousands of other Canadians affected by MS. All you need is a bike, helmet and the resolve to keep pedaling. Support my fundraiser: (Link to your Bike page)



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9. The @MSSocietyCanada's #MSBike has gone virtual and now you can help bring us closer to a world free of MS just by riding your bike! No matter who you cycle for, your collective action and support for the MS community makes a difference. Register at msbike.ca.
10. Canada has one of the highest rates of MS in the world. On May 25-26, I'm hopping on my bike to help change that. Join me and ride with thousands virtually to raise essential funds in the journey to end MS. Join my team: (Link to your Bike page)
11. The @MSSocietyCanada's #MSBike is going virtual! On July 25 and 26, challenge yourself on any route length you choose and virtually ride with thousands of Canadians to raise essential funds in the journey to end MS. Join my team: (Link to your Bike page)

SAMPLE LINKEDIN POST

An estimated 11 Canadians will be diagnosed with MS today. I'm riding virtually to change that and I hope you'll join me. On July 25-26, I will be riding with my team [Insert name] while maintaining social distancing measures in the first-ever virtual MS Bike!

Friends, family, and colleagues, I am asking you to support me as I cycle in the fight to end MS. Whether it's supporting my personal fundraiser or riding alongside me, your support can go a long way.

Please make a donation and join me in helping us get one step closer to a world free of MS. Donate today: [Insert MS Bike donation page].