

WE CHALLENGEMS

WHAT IS #WECHALLENGEMS?

- This MS Awareness Month, we launch #WeChallengeMS, a nationwide movement where people can turn their ordinary hobbies into extraordinary actions. Whether you choose to tackle a fitness challenge, live stream a video game, or host a virtual social event, by registering your hobby as a fundraiser on wechallengems.ca, you can support Canadians affected by MS while practicing physical distancing.
- The current health crisis has impacted all Canadians, and for those affected by MS, it's another uncertain and unpredictable concern on top of an already challenging disease. By joining the #WeChallengeMS movement and coming together as a community, we can help reduce social isolation and loneliness for people feeling alone during this unprecedented time, while working to provide information, resources, and support programs for people affected by MS.
- #WeChallengeMS will culminate on May 24, where we will connect virtually as a community and rally behind the tens of thousands of Canadians affected by MS. During a live stream broadcast, we will hear from members of the MS community about what we can accomplish by coming together in support of people affected by MS. On this day, we encourage you to share your #WeChallengeMS initiative on social media, using the hashtag #WeChallengeMS.

HOW CAN YOU SUPPORT THE CAMPAIGN?

1. Register for a #WeChallengeMS fundraiser! Whether you create, stream, write, game, craft, bake, walk, cycle, or run, turn your ordinary hobbies into extraordinary acts. Register today on the #WeChallengeMS website – wechallengems.ca.
2. Share your #WeChallengeMS initiative online using the hashtag #WeChallengeMS.
3. Use our sample social media posts and assets in this toolkit to support the campaign and raise awareness to your personal networks!
4. Reshare content posted on the MS Society's Facebook, Instagram, and Twitter.