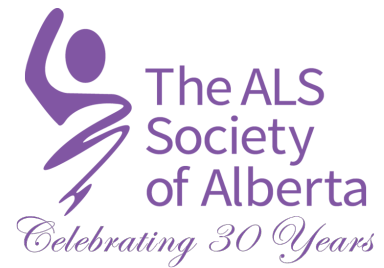


Prairie to Peak

A PUBLICATION OF THE ALS SOCIETY OF ALBERTA

ISSUE 04 | AUGUST 2016



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Making it Possible
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JUNE IS ALS AWARENESS MONTH

Since 1990, Health Canada has declared June as ALS Awareness Month across the country. This past June, the mayors from cities across Alberta including Calgary, Edmonton, Red Deer, Camrose and Cold Lake proclaimed June as ALS Awareness Month.

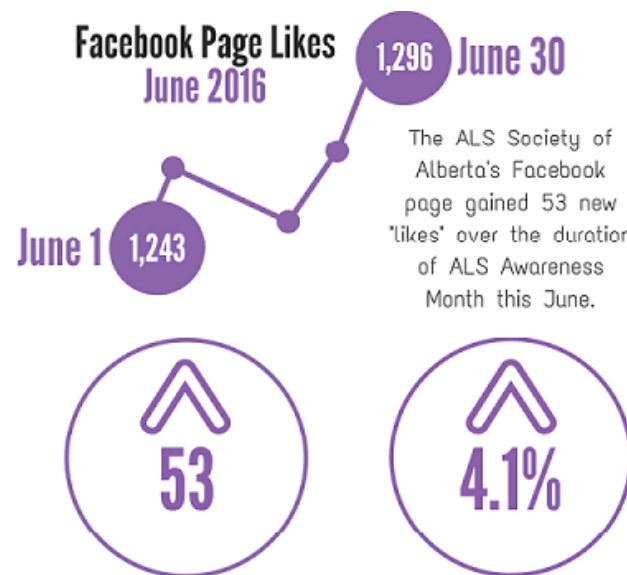
This year the ALS Society of Alberta, with the help of volunteers, celebrated ALS Awareness Month by hosting WALKs for ALS across the province, the 20th Annual Betty's Run for ALS in Calgary and by sharing stories from the community with the tagline of "Making it Possible" cued by the release of a new public service announcement. In addition, the City of Calgary joined in the ALS Awareness triumph by lighting the Calgary Tower and Langevin Bridge purple, as did the City of Edmonton with the High Level Bridge.

ALS Awareness Month also brought a magnitude of traffic to the Society's online channels, with the sharing of posts and increased engagement in content. Between June 1 and 30, there was a 4.1 per cent increase in Facebook likes and there was increased online activity that spanned across the province!

Active Facebook Engagement across Alberta June 2016



Active Facebook engagement refers to the amount of individual people who were talking about and engaging in the Society's online content over ALS Awareness Month in June across Alberta.



In honour of ALS Awareness Month, personal stories from people affected by and living with ALS were featured online over the month of June. This month-long initiative entitled, "Making It Possible", showcased the lives, talents, hobbies and stories of 20 individuals, focusing on the amazing and hopeful lives they live despite their diagnosis. All 20 stories can be read at www.alsab.ca/makingitpossible.



Special thanks to those who helped to make ALS Awareness Month possible!

#ALS
ICE BUCKET CHALLENGE



How does it work?

If you are nominated for the Ice Bucket Challenge, you have 24 hours to fulfill it! You are challenged to fill a bucket of ice and cold water, dump it over your head and post the video on social media to prove it, accompanied by the hashtag #ALSIceBucketChallenge. You are encouraged to share what you are doing, why you are doing it, and then nominate someone else (or a group) to join you in the challenge!

Want us to share your #ALSIceBucketChallenge? Reach us at:

FACEBOOK @ALSALBERTA

TWITTER @ALS_AB

INSTAGRAM @ALSALBERTA

HASHTAG #ALSAB

Hoping to fundraise online?

Visit www.alsab.ca/icebucketchallengeforals to create a fundraising page! You can create or join a team, or make a general donation toward the ALS Society of Alberta! Your Ice Bucket donations have allowed for historic ALS research investments, and have allowed the provincial societies to expand their client services programs. Visit our website to learn more!

Questions?

Contact us at 403-228-3857 or by email alscommunications@alsab.ca

NEW MEMBERS - ALS SOCIETY OF ALBERTA BOARD OF DIRECTORS



GORD BANTING, CPA, CMA

Gord has over 28 years business experience in senior financial roles both with for-profit and not-for-profit organizations in Alberta. He received his B.A. in History from Carleton University in Ottawa, a teaching certificate from Simon Fraser University in British Columbia, and his CMA from the Society of Management Accountants of Alberta. His volunteer involvement has included community associations, service clubs, and sports teams.



DALLAS FIKOWSKI

Dallas Fikowski is a born and raised Albertan, from an entrepreneurial family. Over the years, she has worked in the operations of her family run business, started by her grandfather, who lived with ALS for two years. Dallas currently works with Alberta Human Services, with a focus on the provision of programs and services related to the employment of Albertans. Upon graduating from Mount Royal University with a Business degree, Dallas entered the non-profit sector in which her experience has ranged from 'front line' work to building the capacity of community serving organizations. Her experience includes working with low income Calgarians to move out of poverty - through business development and coaching; supporting the fund development of violence prevention initiatives in Alberta; and providing peer support to women in need. In 2013, Dallas graduated from St. Francis Xavier's Coady Institute in Non Profit Leadership.



PAUL LEROUX, B.Sc., M.A.Sc., LAIC, CD

Paul is a Senior Technical Partner at Deloitte, providing innovation-consulting services to clients across Canada and in several international locations. He provides consultative guidance and advice to technology companies across the country, helping them understand the requirements of their marketplace, build relationships with suppliers and customers, navigate the challenges of the regulatory frameworks under which they operate, and providing them access to the audit, tax, financial advisory, risk management and consulting resources they require to be successful. Paul is a leader in Deloitte Canada's industry efforts to understand the critical issues affecting companies in industries such as defense and aerospace, information technology, digital media, social media, energy and resources and a number of supporting industries. He also works with a network of investors, inventors and organizations deploying technology to meet their business objectives.

BETTY'S RUN FOR ALS 20TH ANNIVERSARY!



Due to the generous support of the ALS community, the 20th annual Betty's Run for ALS raised over \$412,000! Over 1,500 people gathered in North Glenmore Park to celebrate the lives of their loved ones, helping to further raise awareness about this devastating disease. Since the beginning of Betty's Run for ALS in 1996, it has grown to raise nearly \$7 million for client support services and research.

The ALS Society of Alberta was proud to welcome Erin Serack as the 2016 Betty's Run for ALS Ambassador. Erin moved to Calgary three years ago with her job as a Specialist in Continuous Improvement at Agrium. After being diagnosed with ALS in February of 2015, Erin has been an advocate for ALS awareness through her involvement with the ALS Society of Alberta and within the ALS community.



"I had a choice to dwell in what might be, or embrace what is," said Erin when she spoke about her diagnosis. "I chose the latter; to embrace my diagnosis as a blessing in my life".

Erin said that over the past year she has "met some of the most amazing people with incredible spirit," and that she is "grateful every single day." Erin's positivity and optimism has allowed her to embrace life, despite her diagnosis. This is one of the many reasons that she was selected as this year's Ambassador for Betty's Run for ALS. Erin gave a speech in honour of the community, as did Mayor Nenshi who gave his sincerest thanks to everyone involved with this monumental event. The Society would like to thank the Betty's Run for ALS Committee, and all participants, sponsors and volunteers!



YEEHAW!

The ALS Society of Alberta was thrilled to host its first-ever Calgary Stampede fundraiser at the Ranchman's Cookhouse and Dancehall on July 14!

Over 230 people were in attendance, helping the Society raise over \$12,000 through the silent auction and raffle! This year's grand prize was a trip for two anywhere WestJet flies, with 29 other unique prizes to celebrate the Society's 30th Anniversary. Event guests sported purple ALS bandanas, which helped turn the Ranchman's tent purple and spread further awareness about ALS! Thank you to everyone who joined in on the fun, and to everyone who donated. Funds raised will support those living with and affected by ALS in Alberta.



2016 WALK for ALS

UPCOMING

Lethbridge WALK for ALS

Saturday, Sept. 10
Henderson Horseshoe Area
Registration: 10 a.m.
Kick-off: 11 a.m.

Spruce Grove WALK for ALS

Saturday, Sept. 10
Central Park
Registration: 9:30 a.m.
Kick-off: 10:30 a.m.

Hinton WALK for ALS

Sunday, Sept. 25
Green Square
Registration: 9 a.m.
Kick-off: 10 a.m.

To register or donate, visit
www.walkforals.ca

Looking to start a WALK for ALS
in your town? Contact
alscommunications@alsab.ca
to get started!



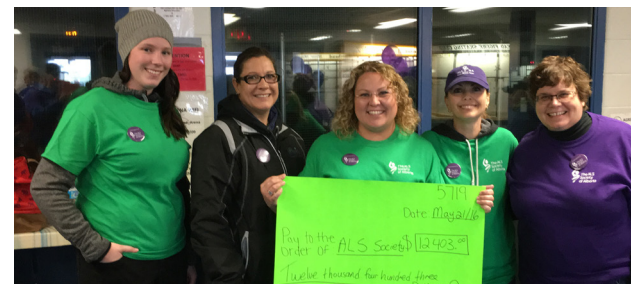
EDMONTON

A heartfelt thank you to everyone who gathered for the 2016 Edmonton WALK for ALS on June 11. Despite the cold temperatures and rain, a record-breaking \$341,000 was raised! This year marked the beginning of the James H. Brown Edmonton WALK for ALS Team Challenge, where teams were encouraged to raise more than they did in 2015. This year's winner was Tuckwell's Travellers, who raised over \$16,000 more than they did in 2015! The Browns also generously matched \$25,000 of the additional funds raised by teams this year. The 2016 WALK Ambassador, John Orfino, cut the ribbon at the start line with his family, and kicked-off the WALK with one of his uplifting speeches. A huge thank you to John and his family for all of your support. Thank you to the Edmonton WALK for ALS Committee, and the Chair Alanna Supersad, for your tireless work in making this event come together!



FORT MCMURRAY

Despite the recent wildfire evacuation, the Fort McMurray WALK for ALS continued as planned on July 17 thanks to the hard-work and dedication of volunteers. WALK Coordinator, Paul Downey, hosted the event in Birchwood Trails to raise awareness and funds for the ALS Society of Alberta. Paul's involvement with the Fort McMurray WALK for ALS picked back up this year, with the most recent Fort McMurray WALK being held in 2013. Paul was able to round up volunteers and a number of WALK participants for the 2016 WALK, raising approximately \$4,000 through personal and team fundraising efforts. The 2016 Fort McMurray WALK for ALS truly represented the resilience and dedication of a community in recovery. Thank you to everyone who made it possible!



COLD LAKE

The annual Cold Lake WALK for ALS was a huge success this year! It was a bright and sunny afternoon at the Lakeland Lutheran Church, and generous supporters helped raise over \$10,000! Thank you to Pat and Michelle Feduniak for hosting the WALK every year, and to everyone who joined in on the WALK!



RED DEER

On June 18, the Red Deer WALK for ALS took place at the Bower Ponds. The sun was shining as over 100 WALKers took to the trail in honour of their loved ones. An outstanding \$76,000 was raised at this year's WALK, and the Society was honoured to hear members of the community share their stories of who they were WALKing for. Thank you to the Red Deer WALK Committee, and Co-Chairs Michelle Parker and Deborah Hansen!



CAMROSE

The Camrose WALK for ALS brought in an outstanding \$31,000 this year! The WALK had over 125 participants and hosted a quilt raffle and bake sale in the weeks leading up to promote the WALK! Thank you to Dianne Friesen and Brandee Fossen for all of your hard work in making the WALK come together.

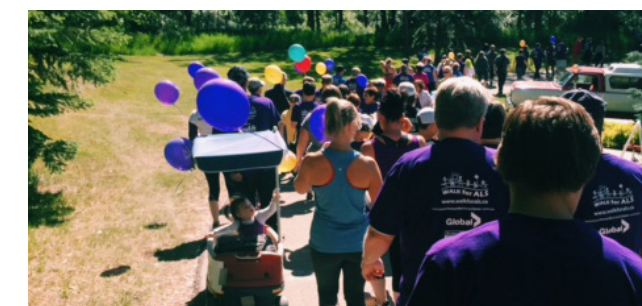
BARRHEAD

On May 21, the third annual WALK for ALS took place in Barrhead. Despite the rainy weather, participants far surpassed their fundraising goal, bringing in over \$12,400 for the Society! Thank you to WALK Coordinator, Jody Round, for all of your hard work with this year's WALK!



VALLEY RIDGE

The ALS Society of Alberta was delighted to hear of a brand new WALK for ALS by the Valley Ridge Medical Clinic! The group spontaneously hosted their own WALK in May, and raised over \$2,500! Thank you to these hard-working fundraisers, the WALK is sure to be even bigger next year!



PEACE RIVER

The Peace River WALK for ALS took place on June 28 at the River Front Park. It was a beautiful evening as the community gathered to celebrate the lives of those affected by ALS. Thank you to Johanna Downing for hosting the WALK each year, and to all that participated!





ALS SOCIETY EVENTS

TOGETHER WE DANCE, FOR ALS!

On May 7, Lisa Kempton and Cory Davison put their Zumba skills to good use at the ALS Zumbathon! Over 100 dancers gathered for a two hour Zumba session, paired with a silent auction in support of the ALS Society of Alberta. The Society was thrilled to see so many fundraisers dancing in support of client services in Alberta. A heartfelt thank you to all attendees, and to all 30 Zumba Instructors who donated their time to the fundraiser!

SWING FOR ALS

Each year, Leon Lefebvre hosts the Swing for ALS golf tournament in honour of his wife, Melanie, who lived with ALS. This year, the tournament took place at the Grand Centre Golf Course in Cold Lake as a Mixed Best Ball Scramble! Thank you to Leon and family for hosting this event each year, and to Pat and Michelle Feduniak for your help and dedication!



PAINT NIGHT FOR ALS

On June 17, an ALS Paint Night took place at the Morinville Rendezvous Centre. Each participant was able to complete a painting of their own, while raising funds for the ALS Society of Alberta through a raffle prize draw! Thank you to Wendy McLaughlin for all of your hard work in making this event come together!

QUONSET DAYS

On July 22-23, the seventh annual Quonset Days music festival took place in Seven Persons, in support of the ALS Society of Alberta. This year's headliners included rising country star, Kira Isabella, Econoline Crush and Bobby Wills! Nearly 1,000 people attended, camped and enjoyed the music and beer gardens! A heartfelt thank you to Janet Bieman and family for the hard work that is put into this event each year.



FLATBROKE REUNION BENEFIT FOR ALS

On April 30, the Flatbroke Reunion Benefit for ALS took place at the Strathcona Legion, complete with dinner and dancing! The event was held in honour of Larry Kopra, former Flatbroke Guitarist, who is currently living with ALS. It was so inspiring to see the band reunite to raise awareness and funds in honour of Larry. A heartfelt thank you to Wade Sorochan, and all other event hosts and participants!

"A MATTER OF TIME" AT NORTHWESTFEST 2016

On May 14, the ALS Society of Alberta partnered with Edmonton's NorthWestFest film festival to present "A Matter of Time". The film chronicles The New Pornographers band member, Kathryn Calder's journey caring for her mother as she lived with ALS. The Society was thrilled that the film won "Best First Feature" at the festival! Thank you to all who attended and showed your support.

UPCOMING EVENTS

Howard Smith Memorial ALS Team Roping
at the Howard Smith Memorial Arena
Eagle Valley Roping

Sunday, August 21, 2016
• Enter @ 1:00 PM • Rope @ 2:00 PM •

- Straight Draw Pot capped at #10
- Prizes By Pro-Champion Horsegear
- Enter 3 Times for \$75.00
- Straight Draw
- 2 Head Non Progressive
- Complimentary BBQ & Refreshments To Follow

Championship Prize of Handmade Custom Chinks
Reserve Championship Prize Custom Hand Made Headstalls

ALL Proceeds Donated To Central Alberta A.L.S

For More Information Call Jim Smith @ 403-556-7987

PUSH-UP AGAINST ALS

AUGUST 27 | 1PM-2PM
NEWTON SCHOOL - 122 AVE & 55 ST
\$20 PER PERSON - ALL MONEY SUPPORTS ALS SOCIETY OF ALBERTA

FITBODY BOOTCAMP
100% of money raised Goes directly to ALS

FOR INFORMATION CONTACT EMILY | 780. 292. 1393

MORE DETAILS TO COME...

30th ANNIVERSARY CELEBRATION AND VOLUNTEER APPRECIATION

SAVE THE DATE

Thursday, Oct. 6, 2016

IN BOTH CALGARY AND EDMONTON

The ALS Society of Alberta

ALS RESEARCH IN ALBERTA

The Canadian ALS Neuroimaging Consortium (CALSNIC) is looking for individuals with Amyotrophic Lateral Sclerosis (ALS) and other motor neuron diseases, and healthy adults to participate in an MRI Imaging Study in ALS. This multi-centre study aims to include over 700 patients and healthy subjects from seven sites across Canada.

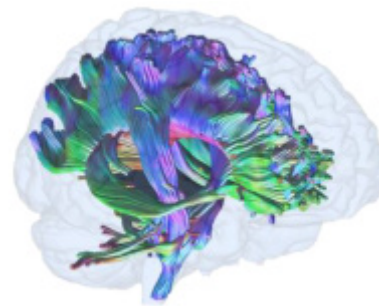
Advanced MRI techniques can provide an objective measure of degeneration (a “biomarker”) by examining brain structure, wiring, chemistry, and function. The study will develop and evaluate novel MRI techniques that could improve the understanding of ALS and provide a means to diagnose it sooner. It is also expected that these techniques will improve how new drugs are tested, which may lead to the more rapid discovery of a treatment for ALS.

Each participant will have three MRI scans over a period of eight months, along with neurological and cognitive evaluations. Study visits will take two-three hours and parking passes will be provided. The MRI will be done on a special high powered MRI scanner in a facility for neuro-

imaging research. MRI is a safe technique that does not involve radiation. The study is being conducted at both the University of Calgary and the University of Alberta in Edmonton.

- The minimum criteria to be eligible to participate are:
- Ability to lie still inside an MRI scanner for approximately 60 minutes
 - No pacemaker
 - Greater than 40 years of age if you are a healthy individual

If you are interested in participating or learning more about the study, please contact the National Research Coordinator at als@ualberta.ca or **780-248-1805**.



VIRTUAL RESEARCH FORUM



1ST ANNUAL ALS CANADA
VIRTUAL RESEARCH FORUM

1^{er} FORUM VIRTUEL ANNUEL SUR LA RECHERCHE
DE LA SOCIÉTÉ CANADIENNE DE LA SLA

Visit www.als.ca to register

AUGUST 10, 2016
10 AOÛT 2016

REGISTER NOW
INSCRIVEZ-VOUS MAINTENANT



EQUIPMENT LOAN PROGRAM

Do you have equipment in your home that you are no longer using, or that you want to get rid of? Feel free to drop it off at the Calgary or Edmonton office, or contact Jeremy at 403-228-3857 or Jeremy@alsab.ca to arrange pick-up. Thank you!

SUPPORT GROUPS

All support groups and information sessions are provided free of charge. They are offered in casual group settings that provide everyone with an opportunity to share their experiences, information and support. Please note that the groups may be cancelled due to inclement weather - be sure to take down the contact information below.

ALS SUPPORT GROUP

These groups provide support to people living with ALS, their spouses, significant others, friends and families. It gives individuals the opportunity to meet others on the ALS journey, share challenges and solutions, have some fun and socialize.

ALS FAMILY AND SPOUSAL SUPPORT GROUP

These warm and casual groups are for people who have or are currently supporting someone affected by ALS.

STAYING IN TOUCH

This group was created for those who have lost someone to ALS.

NEUROMUSCULAR DISORDER SUPPORT GROUP

For people living with and affected by PLS, Kennedy's and other neuromuscular disorders.

YOUTH GROUP

For youth who have a parent or relative who has been affected by ALS.

Calgary

ALS Support Group

Dates: Sept. 10, Oct. 1, Nov. 5, Dec. 3
Time: 1:30 p.m. - 3:30 p.m.
Place: ALS Society Calgary Office
Contact: 403-714-8211 | Jane@alsab.ca

ALS Family & Spousal Support Group

Dates: Sept. 15, Oct. 13, Nov. 17, Dec. 15
Time: 6:30 p.m. - 8:30 p.m.
Place: 8211 Churchill Drive SW
Contact: 403-714-8211 | Jane@alsab.ca

Staying in Touch

Dates: Aug. 8, Oct. 3, Dec. 5
Time: 6:30 p.m. - 8:30 p.m.
Place: ALS Society Provincial Office
Contact: 403-620-1358 | Leslie@alsab.ca

Neuromuscular Disorder Support Group

Dates: Aug. 29, Sept. 26, Oct. 31, Nov. 28
Time: 1 p.m. - 3 p.m.
Place: North Hill Mall Condo Complex | 1718 14 Ave NW
Contact: 403-620-1358 | Leslie@alsab.ca

Edmonton

ALS Support Group

Dates: Aug. 16, Sept. 20
Time: 1:30 p.m. - 3 p.m.
Place: ALS Society Edmonton Office
Contact: 780-487-0754 | SocietyNorth@alsab.ca

ALS Family & Spousal Support Group

Dates: Aug. 16, Sept. 20
Time: 1:30 p.m. - 3 p.m.
Place: ALS Society Edmonton Office
Contact: 780-487-0754 | SocietyNorth@alsab.ca

Neuromuscular Disorder Support Group

Dates: Aug. 19, Sept. 16
Time: 2 p.m. - 3:30 p.m.
Place: ALS Society Edmonton Office
Contact: 780-487-0754 | SocietyNorth@alsab.ca

Staying in Touch

Dates: Sept. 16
Time: 11:30 a.m. - 1 p.m.
Place: ALS Society Edmonton Office
Contact: 780-487-0754 | SocietyNorth@alsab.ca

Youth Group

Dates: Sept. 30
Time: 6 p.m. - 8 p.m.
Place: ALS Society Edmonton Office
Contact: 780-487-0754 | SocietyNorth@alsab.ca

Leduc

ALS Support Group

Dates: Sept. 16
Time: 2 p.m. - 4 p.m.
Place: Karunia House
Contact: 780-707-0381 | Brandee@alsab.ca

Lethbridge

ALS Support Group

Dates: Last Friday of the month
Contact: 587-583-3848 | Shayla@alsab.ca

Red Deer

ALS Support Group

Dates: Every other month
Time: 1 p.m. - 3 p.m.
Place: MS Society Office
105, 4807 50 Avenue

ALS Family & Spousal Support Group

Date: Third Thursday of the month
Time: 1 p.m. - 3 p.m.
Place: Contact for details
Contact: 403-357-4791 | Carla@alsab.ca

“Our mission is to make each day the best possible day for people living with and affected by ALS.”

CONTACT US

PROVINCIAL OFFICE

7874 10 St NE Calgary, AB T2E 8W1
www.alsab.ca | info@alsab.ca
(403) 228-3857 | Fax (403) 228-7752
Toll Free: 1-888-309-1111

EDMONTON OFFICE

#5418 97 Street NW Edmonton, AB T6E 5C1
societynorth@alsab.ca
(780) 487-0754 | Fax (780) 486-3604
Toll Free: 1-866-447-0754

PLEASE CONSIDER BECOMING A MONTHLY DONOR

I authorize the ALS Society of Alberta to withdraw my monthly donation of \$_____ from my bank account at the beginning / middle (circle) of each month. (Please attach a blank cheque marked VOID).

OR

I authorize the ALS Society of Alberta to charge my monthly donation of \$_____ to my credit card at the beginning / middle (circle) of each month. (Fill out credit card information below).

Date _____ Signature _____

I am enclosing a one-time donation of (circle) \$25 \$50 \$100 \$250 other \$_____

Enclosed is a cheque payable to the ALS Society of Alberta

Please charge the above amount to my credit card (Fill out credit card information below).

Please send my charitable tax receipt to:

Last Name _____ First Name _____

Address _____

City/Town _____ Province _____ Postal Code _____

Phone _____ E-Mail _____

Credit Card Information:

Select: Visa MasterCard American Express

Credit Card Number _____

Expiry Date _____ CVV# (3 digit located on back of card) _____

Please return this form to the ALS Society of Alberta's Provincial Office. Your gift will help us to make each day the best possible for those living with and affected by ALS.

PRIVACY STATEMENT: Your personal information will not be traded, sold, or shared without knowledge or consent. For more information, please call the ALS Society of Alberta's Provincial Office.