



MEDIA ADVISORY/PHOTO/INTERVIEW OPPORTUNITY FOR THURSDAY, MARCH 5

WATCH PHIL KEOGHAN, HOST OF CBS'S "THE AMAZING RACE", AS HE CYCLES TO RAISE AWARENESS FOR MULTIPLE SCLEROSIS!

See the reality host train in real-time in the heart of Times Square to raise awareness for MS and in preparation for

"Phil Keoghan of the Amazing Race Rides Across America presented by GNC Live Well"

WHAT: *The Amazing Race* host Phil Keoghan cycles Times Square, during MS Awareness Week.

WHEN: Thursday, March 5, 10-11 am

WHO: *The Amazing Race* host Phil Keoghan and people living with MS who he is helping.

WHY: Keoghan is preparing for his cross-country cycling journey in which he plans to cycle from Los Angeles to New York — a ride that will average 100 miles per day for a total of over 3,500 miles, spanning 40 days with pit stops in over 30 different cities.

Phil will be making Times Square his training ground for the day to both get ready for the ride and raise awareness for multiple sclerosis during the nationwide MS Awareness Week, March 2-8 (www.nationalmssociety.org/msawarenessweek).

He is a long-time participant in the Society's Bike MS rides (www.bikems.org) and has a family member living with MS.

WHERE: Times Square, Military Island, 44th Street @ Broadway/7th Avenue Intersections

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About MS Awareness Week, March 2-8

MS Awareness Week is a nationwide campaign to raise awareness for multiple sclerosis, the millions of lives it impacts, and the many ways that people can get involved in the movement to end multiple sclerosis. MS Awareness Week is March 2-8, and we are asking everyone to *move it* to end MS. Whether you want to join one of Bike MS or Walk MS events around the country, advocate about an issue with your legislators, volunteer in your community, or participate in a program, there is an opportunity to join the movement. Visit www.nationalMSSociety.org and find out how to move it today!