

special holiday edition

The Montel Williams MS Foundation Newsletter

NEW GRANTS

*Because of your generous support, the Foundation recently granted \$177,500 to the following research projects:

DEVELOPMENT OF BIOMARKERS FOR MS DIAGNOSIS (\$40,000)

Principal Investigator: Dr. Avindra Nath at Johns Hopkins University

DIFFUSION TENSOR IMAGING TRACTOGRAPHY AND ITS COGNITIVE CORRELATES (\$20,000)

Principal Investigator: Dr. Prachi Dubey at Kennedy Krieger

SENSORIMOTOR IMPAIRMENT, DIFFUSION TENSOR IMAGING AND MAGNETIZATION (\$30,000)

Principal Investigator: Dr. Kathleen Zackowski at Kennedy Krieger

MS REPOSITORY PROGRAM (\$16,000)

Accelerated Cure Project

PROTEOMIC ANALYSIS OF PEDIATRIC MS (\$16,500)

Principal Investigator: Dr. Lauren Krupp at Research Foundation of SUNY

ZEBRAFISH NANOTECHNOLOGY MODEL FOR DEMYELINATION IN MULTIPLE SCLEROSIS (\$16,000)

Principal Investigator: Ernest J. Moore, Ph.D., at Northwestern University

STEM CELLS AND COGNITIVE IMPAIRMENT (\$39,000)

Principal Investigator: Dr. Tomas Olsson at Karolinska Institutet

DISEASE MECHANISMS AND THERAPY IN MULTIPLE SCLEROSIS STUDIED WITH INTEGRATED TRANSLATIONAL GENETIC RESEARCH AND POPULATION-BASED EPIDEMIOLOGY (\$50,000)

Principal Investigator: Dr. Tomas Olsson at Karolinska Institute

*For detailed information on each research grant, please visit www.montelms.org.

The Fruits of Our Labor



Dear Friends,

On September 30, 2006, I joined forces with the tenacious MS survivor Jeanne Keegan Hoenig to launch the first annual Montel Williams MS Foundation Bike-a-thon. The event, which took place in Sag Harbor, New York, united 82 cyclists who are members of Jeanne's extended family, as well as other individuals dedicated to the battle against MS. More than a dozen even rode "virtually," biking in spirit as they raised funds for this event. We closed the campaign at the end

of October with \$100,000 raised, thanks to all our cyclists, sponsors and supporters.

As much as I would like to, I cannot attend all of the events that wonderful groups and individuals have developed across the nation on behalf of the foundation. Courageous volunteers, who represent just a fraction of you out there doing great things, pick up where I leave off. I treasure them and all of you who are working to end MS.

It is because of people like them—people like you—that we have been able to fund some groundbreaking research worldwide, like the grants listed on this page.

I thank them and I thank you.

Happy Holidays.

Sincerely,



Montel Williams

ALSO IN THIS ISSUE:

- First Annual Bike-a-thon Wrap-up
- Socially Conscious Holiday Shopping

STAR VOLUNTEER: JEANNE KEEGAN HOENIG

Jeanne Keegan Hoenig is a public relations professional and a volunteer for numerous Long Island-based organizations that range from Child Development Center of the Hamptons to Unitarian Universalist Congregation of the South Fork. After raising funds for MS privately for several years, Jeanne took the leap and joined forces with the Foundation for our first annual bike-a-thon, bringing with her a legion of devoted family members, friends and admirers. Armed with a megawatt smile and the ability to talk a desert dweller out of his last drop of water, Jeanne is a force to reckon with. She recently sat down with Friends and Family to share her inspiring story.

FF: How did your family and friends react to your MS diagnosis?

JKH: It took a while for me to decide when I should disclose the information. It usually takes two to three years to accept the diagnosis and share it with others. It took me a few months to decide how to approach my family and longer to tell friends.

FF: What is your advice to newly diagnosed MS patients who don't know where to start in terms of informing family and friends?

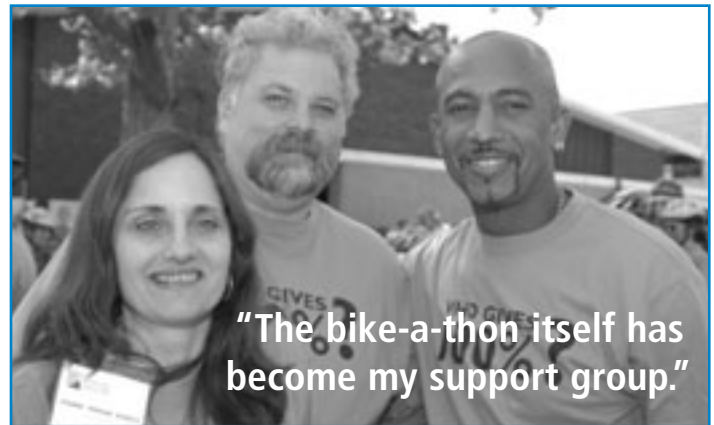
JKH: Take back control of the disease. Often when you're diagnosed, you have to surrender a lot of yourself to the medical process. You have to figure out which therapies will work for you, which tests have to be done. It's very time-consuming and stressful. During the first couple of years, you feel that you lose yourself along the way because you are taking direction from other people. So it's important to do your own research, to come to the table with your physician armed with knowledge about the disease. You should also seek out a physician who thinks of you as an equal on the journey to making this disease as manageable as possible.

FF: What's your advice on talking to children about the illness?

JKH: I usually tell young children that I have an injury with my leg and I use the canes to help me get around. As kids get older, they become assertive with their questions and want more information. Often, it's the fear of the unknown for children. Once you answer their questions, I think they deal with it pretty well.

FF: What is the most unconventional way you have received support?

JKH: I created a "healing circle" comprised of my primary physician, acupuncturist, physical therapist and energy healer. I invited them into my home with my immediate family and a few close friends. I provided them with literature, answered basic questions, and let each practitioner give a presentation about what they do, how they interact with me, and what they hope to provide. Then I allowed my family and friends to ask any questions they had in hopes of alleviating the fear they had about the disease. The



Denis G. Carr

Jeanne, with her sweetheart, husband and Shiloh Team Captain Bob Hoenig and Montel.

disease affects not only you but also the people around you, so informing them empowers them and helps them move forward.

FF: What inspired you to develop the bike-a-thon seven years ago?

JKH: It started initially with a local MS organization. For the first four years, we created our own team and participated in their event. Then we decided to structure our own event in Sag Harbor, and allocate the funds to another MS organization. After the second year of working with them, we had 24 riders and we raised \$27,000! My husband and I realized that we had the potential to grow the event, but if we were going to do that, we were going to need outside help. Through a mutual acquaintance, we found The Montel Williams MS Foundation.

FF: What has been the impact of the event so far?

JKH: My husband and I are blown away because the dollar amount raised is almost secondary. It's that people continue to come forward and support the event. I realized that the event itself has become my support group. It's made me feel stronger and hopeful, and helped me believe in humanity again. In the midst of doing something for MS, I realized it was doing something for me in return.

FF: What's your advice to those who want to join the fight against MS but don't know what to do?

JKH: Figure out where you think you can make a difference. Some people don't want to talk about the disease and how it affects them personally, so they can do some volunteer work behind the scenes, over the phone or online.

FINAL THOUGHTS ON JEANNE FROM A DEVOTED FRIEND



Rob Tannenbaum

Peggy McKenna (far left) at the bike-a-thon launch at NASDAQ.

Shiloh, the lead bike-a-thon team, had the stellar support of **Peggy McKenna**, a dynamo who has supported MS causes for years. In addition to accompanying the Foundation to NASDAQ and riding the 20-mile course, Peggy single-handedly raised \$9,000 for MS research, the most by any individual for this initiative.

"I became seriously involved in the fundraising effort when MS became more personal to me because of Jeanne Hoenig. Jeanne is amazing, as is her husband, Bob, and their best friend, Shiloh [the family dog after which their team is named]. Jeanne maintains such a positive outlook on life. She plays a big role in her battle with MS—along with her physician and his team. If anyone is going to beat this disease, she and they will. It has been a privilege for me to be a part of Team Shiloh!"

HIGHLIGHTS: FIRST ANNUAL BIKE-A-THON

Jeanne Keegan Hoenig, Foundation staff and volunteers Darin Kaye and Keith McLaughlin began planning the bike-a-thon in November 2005.

NASDAQ kicked off our First Annual Bike-a-thon by inviting Montel, cyclists and staff to preside over the closing bell on Thursday, September 28.

Saturday, September 30, the big day, saw an enthusiastic crowd of 82 cyclists wearing their blue WHO GIVES 100%? Foundation T-shirts. Participants ranged from a toddler to a senior citizen. Foundation President Melanie McLaughlin and her family ran a children's carnival featuring SpongeBob and Patrick characters, face painting and temporary tattoos. After a spirited ride, the cyclists returned to Pierson High School in Sag Harbor for a luncheon, awards presentation and welcome remarks from Montel.

Forty-two member **Team Shiloh**, under the guidance of Captain Bob Hoenig, raised more than \$33,000—\$5,000 over its initial goal. Says Bob, "Jeanne and I were elated that once again this year we met and surpassed all of

our goals. We had perfect riding weather and the event was a lot of fun. Working with The Montel Williams MS Foundation was truly a pleasure. We look forward to doing this all again next year and to Team Shiloh helping to bring us closer to a cure for MS."

Team Buddy, comprised of *The Montel Williams Show* staff members and friends, raised almost \$7,000 for MS research. Kwame White, a production assistant at

Montel, has been an avid fundraiser and supporter of the Foundation since he joined Montel's staff in 2004. In just a matter of weeks he became Team Buddy's top individual fundraiser. "Prior to the event, I thought it would be hard to raise a lot of money, and almost impossible to ride 20 miles... but as my dollar amount started to increase my determination kicked into overdrive. I knew that if people believed in me enough to sponsor me, then I was going to do my best not to let them down. The 20 miles just flew by with ease."



Members of Team Shiloh strike a pose.

Ira Fox

FINAL THOUGHTS ON THE BIKE-A-THON FROM A PROUD DAD

Team Buddy had the addition of two lively redheads from the Heiser clan: Adam, a field producer at *The Montel Williams Show* and Emilia, his two-year-old daughter. With Emilia in tow in Adam's bike seat, the two completed the 20-mile course with aplomb. Emilia was awarded the Bike Tyke award for youngest participant.

"It was important for my daughter to see people come together for an important cause and have fun at the same time. Even though she's only two, she understood and is still talking about how great it was."

—Adam Heiser



Bike Tyke Emilia gives Dad and baby sister, Lillian, a pep talk.

Ira Fox

*SPECIAL THANKS TO KEY SPONSORS

Platinum Spokes (\$20,000+)
Bryan Bantry
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Women*s Adventure Magazine

*A full list of all our major supporters appears on www.montelms.org.

If you are interested in helping out for next year in terms of sponsorship or fundraising, or if you are interested in starting a bike-a-thon in your community, please e-mail us at info@montelms.org and type "Bike Across the US" in the subject line.

MAKE YOUR GIFT OURS THIS HOLIDAY SEASON

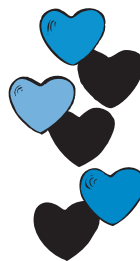
You can be a socially responsible shopper this holiday season by purchasing a Foundation keepsake for your family, friends or colleagues. All of the following items are available by visiting our website, www.montelms.org, and clicking on "Happy Holidays." All orders should be received by December 15, 2006, to be mailed in time for the holidays.

MUSIC

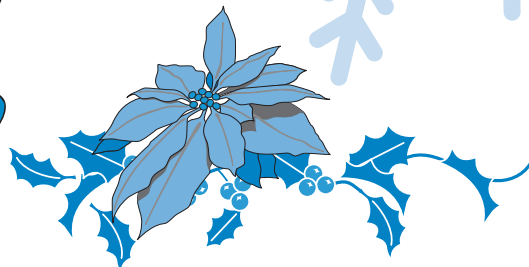


Get your **MS Musicfest commemorative CDs** today for \$15 each! MS Musicfest, the brainchild of rocker and humanitarian Jeff Cersiz, was an all-day fest in Staten Island, New York, featuring some of the country's hottest rock acts, and headlined by **The Infinite Staircase** with **Fenixdown**, **Severed Hand** and **Baptized X Fire**, among others, to benefit the Foundation. Each of the three CDs covers one genre of rock music.

LOVE



Make your **gift of flowers** even more meaningful this holiday season. When you purchase flowers through Flower Petal, a portion will be donated to The Montel Williams MS Foundation.



STYLE

Who gives 100%? You can this holiday season. Celebrate our first annual Bike-a-thon with a commemorative 100% cotton T-shirt honoring the event and the Foundation. For only \$10, you can receive your very own **T-shirt** in the following sizes: XL, 2X, and 3X.



You can purchase a Montel Williams diamond-tip engraved two-sided **dog tag** made of rhodium and nickel. On one side there is a stunning image of Montel; on the other, the slogan **MOUNTAIN GET OUT OF MY WAY!** Dimensions are 1.9 inches by 1.4 inches. The dog tag comes with a 17.5-inch chain. Yours for a minimum gift of \$20.



CULTURE



The paintings of Samantha Keely Smith are exhibited in the pages of **Rites of Passage**, a **32-page catalog** produced by the Foundation with ACA galleries and featuring a foreword by Montel Williams. **Rites** is a great coffee-table addition.

HEALTH-CARE



My Medical Assistant™ is an all-in-one organizer designed to help you manage your medical information and health-care history. It contains easy-to-use forms for medications, hospitalizations, illnesses, cholesterol, weight, and dental and optical care, to name a few. DonnLee Enterprises, LLC, is donating 20 percent of sales generated from this website to The Foundation.

Note: The opinions reflected in this newsletter belong to the individuals represented and not the Foundation.

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A copy of the latest Financial Report and Registration filed by this organization may be obtained by sending a self-addressed, stamped envelope to: The Montel Williams MS Foundation, 331 West 57th Street, PMB #420, New York, NY 10019, or by contacting the New York Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. Registration with the Attorney General does not imply an endorsement.