

- **Why:**
 - To invite members of the public to ‘Streak for MS’ on **April 7th, 11am to 2 pm**
 - To kick off the Meyers Norris Penny MS Walk on **May 31st** in Red Deer AND
 - To kick off the RONA MS Bike Tour, **June 13 and 14**, a 2-day Bike Tour starting and finishing both days at Red Deer College.
 - To raise more awareness of MS and its impact on Central Alberta communities

- **Who is Streaking the Hair?**
 - Green Apple Hair Company salon, Bower Place Shopping Centre** – the location will be in front of their salon. The staff of both Green Apple Hair Company and Chatters will be applying **red** hair streaks

- **Why Red?**
 - Red** makes a bold statement
 - Red** is a recognizable color associated with the MS Society
 - Red** is used to grab attention and to get people to take action
 - Red** is Hot! A strong color that conjures up strong emotion. We are in a fight to end MS!

- **Why Streak the Hair?**
 - To entice on-lookers and the general public to ask questions
 - To create a buzz around the Central Alberta Chapter’s MS fundraising events by temporarily streaking people’s hair red
 - To enable Walkers and Cyclists to generate more awareness about their participation and raising pledges for the MS WALK and the MS Bike Tour
 - To provide participants with a dramatic means to make their mark in the fight to end MS
 - To inspire the Central Alberta community to get involved with our cause – to end MS!

- **What is the Cost?**
 - Green Apple and Chatters staff will be applying a streak of red to hair **for donations**.
 - OR** clip-in red streaks will be available to purchase for \$10.00.



May 8&9/09



May 31/09



June 13&14/09



Sept 14/09