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## Harmons Kicks off Fundraising Effort for Local National MS Society Chapter

Utah Grocery Chain is Title Sponsor of the 23rd Annual Best Dam Bike Ride

Harmons Grocery Stores is kicking off a multi-faceted fund raising effort on May 29 to support the Utah Chapter of the National Multiple Sclerosis (MS) Society. Harmons is the title sponsor of the chapter's 23<sup>rd</sup> Annual Best Dam Bike Ride, and is also raising money by offering icons at cash registers, selling bratwursts and hotdogs on weekends and sponsoring a bike team that will take part in the ride. This is the tenth year Harmons has participated in such fundraising efforts.

"MS is a debilitating disease that affects about 30,000 Utahns, including some of our friends, family members and associates," said Bob Harmon, Harmons' vice president for the customer. "That's why we're working to raise funds for the MS Society. Last year we raised over \$120,000 and we hope to meet that benchmark again this year."

All Harmons' stores will sell Harmons' bratwursts or hot dogs with chips and bottled water for \$3, every Friday from 5 p.m. to 8 p.m. and Saturday from 11 a.m. to 3 p.m. between May 29 and June 20. Harmons is also offering icons in exchange for contributions at check stands for \$1, \$3 or \$5 from May 29 through June 27.

Cyclists may sign up to participate in Harmons' Best Dam Bike Ride coming up on June 27 and 28. The ride includes food, live music, themed rest stops and more. Riders camp out at the Cache County Fairgrounds in Logan where the ride begins and ends each day.

"Behind the scenes, 170 Harmons associates, families and friends have formed one the largest cycling teams this year to participate in the ride, called Team Harmons," added Harmon. "We have a wonderful time cycling and enjoying the camaraderie of our friends and associates each year."

Utah has one of the highest incidence rates of multiple sclerosis in the nation. Every mile ridden and every dollar raised in Harmons' stores and through the bike ride helps provide research as well as essential services like: information and referral, physical therapy and exercise classes, professional and community education, seminars, family social events, advocacy, workshops, support groups and a lending library.

Cyclists age ten and up may participate in the bike ride by paying a registration fee and collecting contributions. To register or volunteer for the ride, visit [www.nationalmssociety.org/chapters/UTU/index.aspx](http://www.nationalmssociety.org/chapters/UTU/index.aspx) or call 801.424.0113,

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