



un mondo
libero dalla SM



AISM SOCIAL RIDE

A special online initiative to support AISM, Associazione Italiana Sclerosi Multipla

"We must use every means to fight multiple sclerosis": with this message, **on Saturday 12 and Sunday 13 September** AISM SOCIAL RIDE, the first event will be kicked off with thousands of bike enthusiasts united online, even if distant, in the fight against multiple sclerosis.

The initiative comes from the collaboration among AISM sections in the Lombardy region, which was most affected by covid-19, to send a positive message of hope and restart that does not want to stop at the borders of the region but reach the whole country, and beyond.

In fact, you just need to get on your bicycle or motorcycle, use a handbike or scooter, to participate in the AISM SOCIAL RIDE there is only one requirement: bring your wheels!

The event does not have a fixed route or number of kilometers but thanks to the power of social media all the personal challenges of each rider will be combined into one great result to quickly achieve the goal of a world free of multiple sclerosis (MS).

The site www.aismsocialride.it will allow to collect registrations (minimum donation of € 5 with which you will receive a personalized virtual bib) and the contributions of all participants.

Special partner of the AISM SOCIAL RIDE is Mitsubishi Electric, leader in the production, marketing and marketing of electrical and electronic equipment, which on this occasion wanted to concretely support AISM in the fight against multiple sclerosis, giving continuity to its extensive program of Corporate Social Responsibility which includes initiatives in different areas. In addition to providing products that help improve people's lives, the company's commitments include being a responsible member of the communities in which its headquarters and offices are located, developing programs that care about inclusion, sharing and enhance diversity. For this reason, taking part in the AISM SOCIAL RIDE means having the opportunity to contribute to the development of solidarity networks to increase the well-being of society and individuals.

The keyword for this initiative in the name of solidarity is "sharing". Before, after or during the personal challenge, the invitation that the Association addresses to each participant has to take a selfie and post it on their Instagram profile using one of the hashtags #aismsocialride #mitsubishielectric4aism. Hundreds of photos will appear in the "Instawall" section of the aismsocialride.it website and all participants will be virtually connected in a colourful puzzle of images.

Finally, for all members, there will be a personalized virtual medal, a special drawing and a fun contest to win wonderful prizes.

AISM SOCIAL RIDE is the right opportunity to go back to networking and join two wheels to solidarity, in a more modern, technological and innovative format, which has an eye on everyone's safety, but with the desire and hope to return to normal as soon as possible.

All proceeds from the event will go to AISM to finance the services that the Association guarantees to 126,000 people with multiple sclerosis in Italy.

Roberta Amadeo - Handbike World Champion - and her special challenge for the #AISMSOCIALRIDE

Roberta Amadeo, national past-president of AISM and reigning world handbike champion, was among the first promoters of the AISM SOCIAL RIDE and for Saturday 12 September she is preparing for a special challenge: the tour of Lake Maggiore by handbike.

"Anyone can participate in this event, each with their own means because we must not leave anyone behind. Multiple sclerosis teaches us a valuable lesson: we must measure ourselves against our own strength and organize the equipment to obtain a result".

Roberta is training over long distances because the route she has chosen measures more than 160 km and like any athlete she is aware that success in a high-level sporting performance is not achieved in one day. "When I started riding

in 2010 I was competing in races with lower expectations. If I was lapped, the next time my goal became to finish on the same lap as the winner... I won some sprints, I lost some others by a few centimeters but the real race, the one I fight every day and I want to win, is that against multiple sclerosis; that is my real opponent!”.

She will be sharing her route with teammates Grazia Colosio and Alberto Glisoni, departure and arrival will be in Luino (VA) where Roberta will also meet Cinzia Cardia, a person with MS who has been the testimonial and face of the AISM association campaigns since 2018; together they will walk the main streets of the town centre before leaving. Roberta's hope, however, is not to be alone on the podium and she is inviting all people with MS, especially the newly diagnosed, to approach the world of sport to show that people with MS can excel, even in a competitive sport.





Mitsubishi Electric

Mitsubishi Electric, with nearly 100 years of experience in production, sales and marketing of electrical and electronic devices, is widely recognized as a leading company at international level. Mitsubishi Electric products and components are utilized in many fields: information technology and telecommunications, space research and satellite communication, consumer electronics, technologies for industrial application, energy, transport and building. In line with the spirit of its corporate statement "Changes for the Better" and its environmental motto "Eco Changes", Mitsubishi Electric aims at becoming a leading green company worldwide, contributing to wellness of community thanks to its technology. With over 142,000 employees in the world, Mitsubishi Electric in the past fiscal year ended on March 31st 2019 reached a total turnover of 4,519.9 billion Yen (40.7 billion USD). In Europe it is present since 1969 with branches in 18 Countries: Belgium, Czech Republic, France, Germany, Hungary, Ireland, Italy, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Slovakia, Sweden, Turkey and United Kingdom. The Italian branch, established in 1985, operates through 5 commercial divisions : Air-Conditioning – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; Industrial Automation and Mechatronics – systems and appliances for industrial automation; Semiconductors – electronic components; Automotive – systems and components for control of car and motor vehicle devices; Transport – products and systems for railway transport.*

For additional information please visit website : <http://it.mitsubishielectric.com/en/>

*(*rate of Exchange : 111 Yen - 1 USD. Source Tokyo Exchange Market on 31.03.2019)*

AISM

The Italian Multiple Sclerosis Association (AISM) was founded in 1968 to represent the rights and hopes of people with multiple sclerosis. In fifty years of activity, the Association has grown, becoming one of the most important realities in the Italian non-profit panorama. Since 1998 AISM has been an ONLUS: in the same year the Association entrusted the task of promoting, directing and financing scientific research on multiple sclerosis to the Italian Multiple Sclerosis Foundation (FISM), also ONLUS, which today finances 70% of the research carried out in Italy. The Provincial Section of Milan has been active since 1977, established by some people attentive to the problems related to multiple sclerosis, volunteers who believed in the value of solidarity. Specifically, AISM Milano organizes and manages the following services: support and promotion of autonomy, support for hospitalization, psychological support, social counselling, handling of paperwork, social secretariat and detection of needs, indirect economic aid and transport.