

TV Host Phil Keoghan and Novartis team up to inspire people with MS through innovative tandem cycling campaign

Jun 04, 2013

- -- "Together in MS" tandem teams have pedaled 1,000 miles in 15 National MS Society "Bike MS" events since 2011
- -- Campaign pairs pro women's cyclists and people with MS to raise awareness of multiple sclerosis—a disease affecting more than 400,000 Americans
- -- Regina Lyalls, an inspiration to many in the MS community, to ride in tandem with Phil Keoghan in three cities as part of nationwide educational effort

EAST HANOVER, N.J., June 4, 2013 /PRNewswire/ -- Phil Keoghan, host of "The Amazing Race" and founder of No Opportunity Wasted (NOW), joins Novartis Pharmaceuticals Corporation for the third year to raise awareness of multiple sclerosis (MS) through a unique campaign, called Together in MS. The campaign helps show—through participation and accomplishment—that MS does not have to define or limit the lives and aspirations of the more than 400,000 people in this country who are living with the disease.¹

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/61643-novartis-phil-keoghan-to-inspire-people-with-multiple-sclerosis>

(Photo: <http://photos.prnewswire.com/prnh/20130604/MM17379>)

Since 2011, Together in MS tandem cycling teams, which include the NOW and Novartis for MS professional women cyclists and people living with MS, have ridden about 1,000 miles on tandem bicycles at 15 National MS Society Bike MS events across the country to raise awareness and inspire people. This year's tour begins on June 8 in Duluth, Minn. with a total of five stops nationwide, including: Denver, Colo. (June 29), Seattle, Wash. (Sept. 7), Morristown, N.J. (Sept. 21) and Ventura, Calif. (Oct. 12).

"I'm a passionate MS advocate, and raising awareness of MS is something that I've been involved with for years. In 2009, I spent over a month on a 3,500-mile bike ride across the country—and last year I achieved a longtime goal to raise one million dollars for the National MS Society," said Keoghan. "I'm excited to continue to work with Novartis on the Together in MS program—and once again to ride tandem with Regina Lyalls who has become an inspiration to many people within the community."

Regina, Keoghan's tandem cycling partner, is a dedicated mother and busy professional, who hasn't let her MS define her. Keoghan and Lyalls will be riding tandem in the Seattle, Morristown and Ventura rides.

"Though MS has affected my life and changed the way I do some things, after consulting my doctor, I found that I can still be an active person," said Lyalls. "Cycling is one of the ways I stay active, which is why I'm excited to be a part of the Together in MS program again this year. With every mile I ride, I hope to encourage others living with MS that they can still aspire to do great things."

At every stop of the tour, Together in MS tandem teams will take part in the Bike MS rides, challenging the

limitations of MS one pedal at a time.

"Novartis is deeply committed to supporting people living with multiple sclerosis through innovative therapies, services and support, and impactful programs like Together in MS," said Andre Wyss, President of Novartis Pharmaceuticals Corporation. "This is something that is very personal to us at Novartis. As we are continually inspired by every member of the MS community, our hope is that the stories we share from those who are part of the Together in MS effort will inspire others to set their sights high and live beyond their MS."

For more information about Together in MS, including a schedule of rides and ways to show support, visit www.TogetherinMS.com. You can also follow the campaign on Pinterest (<http://pinterest.com/novartis/>).

About Multiple Sclerosis

While there is still much to be understood about multiple sclerosis, it is thought to be an autoimmune disease that attacks the central nervous system—the brain, spinal cord and nerve fibers to the eyes. MS is chronic, progressive and often debilitating. Typically, people are diagnosed with MS between the ages of 20 and 50, and women twice as frequently as men.²

Disclaimer

This press release contains expressed or implied forward-looking statements, including statements that can be identified by terminology such as "to," "begins," "continue," "will," "committed," "hope" or similar expressions. Such forward-looking statements reflect the current views of the Group regarding future events, and involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results expressed or implied by such statements. These expectations could be affected by, among other things, risks and factors referred to in the Risk Factors section of Novartis AG's current Form 20-F on file with the US Securities and Exchange Commission. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update it in the future.

About Novartis

Novartis Pharmaceuticals Corporation researches, develops, manufactures and markets innovative prescription drugs used to treat a number of diseases and conditions, including cardiovascular, dermatological, central nervous system, bone disease, cancer, organ transplantation, psychiatry, infectious disease and respiratory. The company's mission is to improve people's lives by pioneering novel healthcare solutions.

Located in East Hanover, New Jersey, Novartis Pharmaceuticals Corporation is an affiliate of Novartis AG, which provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, over-the-counter and animal health products. Novartis is the only global company with leading positions in these areas. In 2012, the Group achieved net sales of USD 56.7 billion, while R&D throughout the Group amounted to approximately USD 9.3 billion (USD 9.1 billion excluding impairment and amortization charges). Novartis Group companies employ approximately 129,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit <http://www.novartis.com>.

Novartis is on Twitter. Sign up to follow @Novartis at <http://twitter.com/novartis>.

References

1. National Multiple Sclerosis Society website. <http://www.nationalmssociety.org/about-the-society/ms-prevalence/index.aspx>. Accessed April 2013.
2. National Multiple Sclerosis Society website. <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/who-gets-ms/index.aspx>. Accessed February 2013.

Novartis Media Relations

Julie Masow

Novartis Media Relations

+1 212 830 2465 (direct)

+1 862 579 8456 (mobile)

julie.masow@novartis.com

Michael Billings

Novartis Pharmaceuticals Corporation

+1 862 778 8656 (direct)

+1 201 400 1854 (mobile)

michael.billings@novartis.com

e-mail: media.relations@novartis.com

For Novartis multimedia content, please visit www.thenewsmarket.com/Novartis

For questions about the site or required registration, please contact: journalisthelp@thenewsmarket.com.

Source URL: <https://qa1.novartis.us/news/media-releases/tv-host-phil-keoghan-and-novartis-team-inspire-people-ms-through-innovative-tandem-cycling-campaign>

List of links present in page

1. <https://qa1.novartis.us/news/media-releases/tv-host-phil-keoghan-and-novartis-team-inspire-people-ms-through-innovative-tandem-cycling-campaign>
2. <http://www.multivu.com/mnr/61643-novartis-phil-keoghan-to-inspire-people-with-multiple-sclerosis>
3. <http://photos.prnewswire.com/prnh/20130604/MM17379>
4. <http://www.togetherinms.com/>
5. <http://pinterest.com/novartis/>
6. <http://www.novartis.com/>
7. <http://twitter.com/novartis>
8. <http://www.nationalmssociety.org/about-the-society/ms-prevalence/index.aspx>
9. <http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/who-gets-ms/index.aspx>
10. <mailto:julie.masow@novartis.com>
11. <mailto:michael.billings@novartis.com>
12. <mailto:media.relations@novartis.com>
13. <http://www.thenewsmarket.com/Novartis>
14. <mailto:journalisthelp@thenewsmarket.com>