

Raleigh Advertising Agency Pedals with a Purpose

Written by Australian Business

RALEIGH, NC, September 13, 2013 **/24-7PressRelease/** -- Media Partners, Inc. (MPI) of Raleigh went further than it has ever gone before, and it wasn't the cycling miles that mattered during the 25th Annual Historic New Bern MS Bike Ride. It was an unforgettable journey in team spirit supported by countless well wishers and contributors who ranged from clients and friends to family members. While participants are encouraged to raise a minimum of \$300 for MS, MPI asked for pledges with a goal of raising \$2,100 to support their team of riders. In the end, MPI raised the most it has ever collected, taking in more than \$2,500.

"This is our 3rd year participating as a team for a charity that is important to us," said MPI Partner Nancy Bono. "We feel fortunate to be able to ride and know that we're helping our client and a lot of people that suffer with MS. But, we couldn't do it without the support of many generous sponsors."

Every year MPI forms a team of riders - this year, seven participated. As the agency takes on the Bike MS challenge, the planning starts early. As soon as the event date is determined, staff members begin their training. They ride before work, during their lunch breaks, on the weekends and often together.

"For our team it's about anticipation, camaraderie and personal accomplishment," said MPI Partner Sal Conino. "It is a great team building event that allows our team to work together to support an important cause. When we consider the fact that we're helping to improve lives, it makes every mile we ride that much more important."

Last year's event drew more than 2,100 participants and volunteers to rural eastern North Carolina, raising \$1.7 million for multiple sclerosis. This year's Historic New Bern Ride, which was based in Union Point Park, had a goal of raising \$1.8 million for multiple sclerosis research. To date MS has confirmed 2559 participants and volunteers with \$1.3 million in funds raised. Donations are still being collected throughout this month and all indications point to surpassing the \$1.8 million goal.

About Media Partners, Inc. (MPI) Founded in 2000, MPI is a media marketing agency that has experienced strong growth in recent years, with key account wins and deepened, long-term client relationships. The agency has established itself as a formidable player in the region with strong capabilities in healthcare, education, retail, and media-specifically offering marketing support to a number of broadcast outlets in North Carolina and Virginia. It blends the best of boutique and full-service agencies by offering clients a partnership of creative design and integrated thinking at every turn. With talent and expertise from senior partners, MPI is a media company that understands marketing. To learn more about MPI and mindfulmediamarketing,

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visit <http://www.mediapartners-inc.com> or connect with Media Partners, Inc. on Facebook.

About National MS Society National Multiple Sclerosis Society mobilizes people and resources to drive research for a cure and to address the challenges of everyone affected by MS. Although the collective includes multiple home office and chapter locations, we are one Society united to end MS and help all those impacted by MS continue to move their lives forward. We communicate in one voice to support the vision of a world free of MS.

About Bike MS Bike MS is a 2-day cycling event that raises funds to support people living with multiple sclerosis in North and South Carolina and throughout the United States. Money raised through the event funds MS research, programs, services, and advocacy.