

WAYS TO GIVE

ROUNDING UP MS

For Jim Riley, 47, raising cattle was how his family made a living when he was a child. But raising cattle was also a way of life—and one that helped teach him how to navigate the challenges brought by MS.

“We learned a lot about responsibility, hard work and weather. Illness or anything else couldn’t keep us from getting our chores done,” says the Richardson, Texas, resident, who was diagnosed in 2006. “I use that mentality today to get through each day with MS. It helps me get things done.”

THE NEXT STEP

One of those things he gets done is organizing an annual benefit cattle show called Riley Round Up for MS. Family members, Texas A&M University-Commerce students and the Texas Junior Shorthorn Association all pitch in to help run the one-day event, which raises funds for the National MS Society.

Riley first had the idea for the show after he was asked to be on a television program and the host “called me a spokesperson for MS.” Up to that point, he remembers, “I had just been a guy with MS struggling to do something for himself and establish a life post-MS.”

So, some months later, in December 2012, the first Riley Round Up for MS took place in



A YOUNG EXHIBITOR AT RILEY ROUND UP FOR MS.

Denison, Texas, raising more than \$8,500. Riley had already participated in three Walk MS events in Dallas, and the cattle show seemed the perfect next step, joining his lifelong interest in showing livestock to supporting for the MS movement.

DEFINING SUCCESS

Since then, the Riley Round Up for MS, whose stated mission is to raise awareness of MS and raise money for the MS movement, while promoting youth in the livestock industry, has only continued to grow.

No matter how many people attend, Riley makes sure one thing stays constant. “How I measure the event’s success is by all the comments I get from all individuals and families affected by MS,” he says. “We can raise funds, have a big turnout at our shows, but if I’m able to help just one person, then it is a success.” ■

To learn more about Riley Round Up for MS, visit www.roundup4MS.weebly.com. For information on how to organize your own Do It Yourself MS event, visit www.diyMS.org.