



THE POWER TO BE MORE THAN YOUR MS

The Jimmie Heuga Story

“Focus on what you can do.”

– Jimmie Heuga

Campaign Fundraising and Public Education Director for the Jimmie Heuga Center Endowment

Jimmie Heuga grew up near Lake Tahoe and started skiing at the age of two. He began competing when he was five years old and, at 15, he was the youngest man ever named to the U.S. Ski Team.

In 1964 Heuga stunned the international skiing community when he took the bronze medal in slalom at the Winter Olympics in Innsbruck, Austria. Billy Kidd finished second, just a heartbeat ahead of Heuga and together they became the first American men to earn Olympic medals for Alpine skiing. In 1967, Heuga finished third in point standings in the World Cup giant slalom and was the first American to win the prestigious Arlberg-Kandahar race in Garmisch, Germany.

Heuga began noticing symptoms of what would later be diagnosed as multiple sclerosis (MS) in the spring of 1967, experiencing vision problems and numbness in his extremities. After competing in the 1968 Olympics, he joined the professional racing circuit, still hindered by mysterious symptoms. In 1970, he finally received an official diagnosis of MS. He was 26 and at the peak of his skiing career.

When he was diagnosed, he was advised to avoid physical activity at the time of his diagnosis. Heuga founded The Heuga Center for Multiple Sclerosis, now Can Do Multiple Sclerosis™, in 1984 to challenge conventional medical advice and share his program of physical activity, goal-setting and psychological motivation that improved his physical condition and outlook on life and MS. He has spent years sharing and teaching the principles that transformed his life from one of despair to one of health and well-being.

Today the whole person philosophy and approach that Jimmie pioneered 25 years ago is acknowledged within the MS community as a standard of MS care. Heuga’s achievements in MS include:

- Founded The Heuga Center for Multiple Sclerosis, now Can Do MS
- Honored by the National Multiple Sclerosis Society
- Honored by the Texaco Star Award
- Honored by the President’s Council on Physical Fitness

1-800-367-3101 • www.mscando.org • info@mscando.org

27 Main Street • Suite 303 • Edwards, Colorado 81632 • (970) 926-1290 • (970) 926-1295 fax
Internal Revenue Service 501 (c)(3) Charitable Organization Number 74-2337853

- Inducted into the World Sports Humanitarian Hall of Fame
- Inspiring people and families living with MS

Heuga was appointed the first campaign fundraising and public education director for the Jimmie Heuga Center Endowment. In this outreach role, Jimmie raises awareness and solicits contributions to support Can Do MS's lifestyle empowerment programs and services now and in the future. Heuga lives in Louisville, Colo. He travels on behalf of Can Do MS's programs and fundraising events, speaking about how he overcomes his challenges of living with MS. He exercises daily in the gym by swimming or bicycling on a custom-built, hand-pedaled tricycle.

"I'm not sitting here languishing, waiting for a cure," says Heuga firmly. "I am dedicated to maintaining my overall health so I'll be ready for one when it happens, sure, but also because it helps me live the best life possible with MS."