

Press Release  
April 2009



### **MODELS REQUIRED FOR MS LIFE FASHION SHOW**

Organisers of MS Life, the MS Society's flagship lifestyle convention, are on the look out for individuals to volunteer as models for the event's 'My Style' fashion show taking place on Friday 12 June at The Sage Gateshead.

The fashion show will feature models from across the MS community (people living with MS, friends, relatives, carers, MS nurses) who will take to the catwalk to show that disability does have a place on the catwalk.

Sporting the latest fashions from House of Fraser, the show will effectively launch the whole conference, highlighting the varied 'face' of MS in a hugely entertaining, atmospheric and of course, stylish way.

Glynis Carr, returning fashion model said: "I would urge anyone who is affected by MS to take advantage of this opportunity.

"Walking in last year's fashion show in Manchester was one of the best experiences of my life; the atmosphere was electric and I was on a high for weeks afterwards, which made a big difference to my ability to cope with the symptoms of MS - I can't wait for this year's event!"

Aimed at everyone affected by MS, whether personally or professionally, MS Life 2009 will take over The Sage Gateshead from 12-14 June. The charity has previously held the event in Manchester, attracting thousands of visitors.

Taking place from 7pm-9:30pm, the fashion show will be ticketed at £10, with all proceeds going to the MS Society. For more information on how to get involved and perhaps become a model yourself please contact the MS Life Conference Office on

0191 241 4523 or email [info@ms-life.org.uk](mailto:info@ms-life.org.uk) . To reserve your seat online please visit [www.mssociety.org.uk/mslife](http://www.mssociety.org.uk/mslife).

Ends.

### **Media Enquiries:**

For further information please contact Vicky Beynon at Golley Slater PR on 0191 233 9065 or [Victoria.beynon@golleyslater.co.uk](mailto:Victoria.beynon@golleyslater.co.uk)

### **MS Life Notes to editors:**

#### **MS Society**

- The MS Society ([www.mssociety.org.uk](http://www.mssociety.org.uk)) is the UK's largest charity dedicated to supporting everyone whose life is touched by MS, providing respite care, an award-winning freephone helpline (0808 800 8000), specialist MS nurses and funds more than 80 vital MS research projects in the UK.
- Multiple sclerosis (MS) is the most common disabling neurological condition affecting young adults and more than 85,000 people in the UK have MS.
- MS is the result of damage to myelin - the protective sheath surrounding nerve fibres of the central nervous system - which interferes with messages between the brain and the body.
- For some people, MS is characterised by periods of relapse and remission while for others it has a progressive pattern.
- Symptoms range from loss of sight and mobility, fatigue, depression and cognitive problems. There is no cure and few effective treatments.

#### **MS Life**

- MS Life ([www.mssociety.org.uk/mslife](http://www.mssociety.org.uk/mslife)) is the biggest event of its kind in the UK.
- Previously held at Manchester Central (formerly G-Mex) in 2006 and 2008, the event is the MS Society's flagship external event.
- Attracting more than 7,000 people to the two events, the lifestyle event offers the best in research talks, exhibitions from leading exhibitors, dedicated workshops focussing on different aspects of living with MS, the My Style fashion show featuring models from across the MS community and the Wheel and Walk fundraising event.
- The main event is free to attend. Tickets will be available for the fashion show, priced at just £10. All proceeds to the MS Society.

#### **Wheel and Walk Fundraiser**

- The fundraising event is a fully accessible one-mile route around NewcastleGateshead Quayside crossing the River Tyne by means of the

Swing Bridge and iconic Gateshead Millennium Bridge, taking in many spectacular sights on the way including The Sage Gateshead and The BALTIC Centre for Contemporary Art

- Anyone can take part, on foot, in their wheelchair, even in a buggy or pram. You'll be rewarded with an enormous sense of achievement when you cross the finishing line!
- All the money you raise will be donated to the MS Society. In return for your fundraising support you will receive a Welcome Pack, Newsletter, Wheel & Walk t-shirt and Medal.
- Find out more at [www.mssociety.org.uk/mslife](http://www.mssociety.org.uk/mslife)

**MS Society branches in the North East:**

- Newcastle
- Teesside
- Sunderland
- North Tyneside
- South Tyneside
- SE Northumberland
- Durham
- Darlington
- Redcar