

Press Release
May 2009



MS SOCIETY BREATHES LIFE INTO CORPORATES

Whether you feel in need of a team building event, a bit of glitz and glamour or a worthy cause to direct your CSR budget at, MS Life, the MS Society's flagship lifestyle convention, has something to suit all business requirements.

Taking place between 12-14 June at The Sage Gateshead, MS Life is aimed at everyone affected by MS, whether personally or professionally. Having previously held the charitable event in Manchester, where it attracted thousands of visitors, this year is set to be just as popular.

The lifestyle event will comprise of the best in research talks, exhibitions from leading exhibitors, dedicated workshops focussing on different aspects of living with MS, the My Style fashion show, the Wheel and Walk fundraising event and a club night.

The Wheel and Walk fundraising event is a fully accessible one-mile route around NewcastleGateshead Quayside which anyone can take part in on foot, in their wheelchair, even in a buggy or pram. This is the perfect opportunity to get a team of colleagues together who can get motivated through taking in iconic sights and sounds of Newcastle, raising money through sponsorship for the MS Society and most importantly, by having fun!

If you'd prefer to be part of a more glamorous affair, the 'My Style' fashion show on Friday 12th June promises to be a night to remember. Models from across the MS community (people living with MS, friends, relatives, carers, MS nurses) will sport the latest fashions from House of Fraser before taking to the catwalk to show that disability does have a place on the catwalk. If you would like to reserve seats, there will be no better way to treat and inspire your team. Alternatively, organisers are on the look out for raffle prizes and are welcoming suggestions from regional businesses.

Several corporate sponsorship packages are also still available for each event which can be tailored to suit the individual organisation - but, owing to the thousands of visitors expected, all promise to help raise a business' profile.

For more information on MS Life and the sponsorship opportunities available please contact the MS Life Conference Office on 0191 241 4523 or email info@ms-life.org.uk . Alternatively, to register and book tickets for the Wheel and Walk and My Style fashion show (£10 per person for each) please visit 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

MS Life Notes to editors:

MS Society

- The MS Society (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) 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.

My Style Fashion Show

- Models from across the MS community (people living with MS, friends, relatives, carers, MS nurses) will take to the catwalk on Friday 12 June to show that disability does have a place on the catwalk.
- Sporting the latest fashions from House of Fraser, the models will bring glitz and glamour to the Sage on Friday 12 June from 7pm - 9.30pm
- The show will be ticketed and tickets cost just £10. All proceeds to the MS Society
- Reserve your seat online at www.mssociety.org.uk/mslife

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

MS Society branches in the North East:

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

