

Press Release  
June 2009



### **MS LIFE TAKES PLACE THIS WEEKEND!**

This weekend (12-14 June) thousands of visitors are due to descend upon the region to attend MS Life, the MS Society's flagship lifestyle event taking place at The Sage Gateshead.

Aimed at everyone affected by multiple sclerosis (MS), whether personally or professionally, the charity has previously held the event in Manchester and it is the first time that it has come to the North East.

MS Life will comprise 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, the Wheel and Walk fundraising event and a club night.

The event has attracted a lot of celebrity support including Rain Pryor, daughter of comedian Richard Pryor, actress Jill Halfpenny and fashion designer Bruce Oldfield.

Jill Halfpenny commented; "I am incredibly happy to be supporting this year's MS Life conference particularly with it being held in the North East for the first time. I'd urge anyone to register their interest and get involved in this event - whether by taking part in the Wheel and Walk fundraiser, attending the fashion show or simply sitting in on one of the research talks.

"People need to be made more aware of how this condition affects so many in the UK and MS Life is a fantastic opportunity to do so whilst showing your support and enjoying yourself at the same time!"

The My Style fashion show is taking place from 7pm-9:30pm on Friday - ticketed at £10 with all proceeds going to the MS Society. The Wheel and Walk fundraising event is taking place between 3pm-5pm on Saturday, costing £10 upon registration.

Registration is quick and easy to complete online at [www.mssociety.org.uk/mslife](http://www.mssociety.org.uk/mslife) or by calling 0191 241 4523.

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.

### **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](http://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](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