

**(Insert location) fundraiser raises vital money for the MS Society**

**[Day Month] 2016**

**A fundraiser (or use a different title e.g. Mum/Dad/teacher/doctor etc.) from (location) who (insert MS connection e.g. who has multiple sclerosis (MS), whose mum/dad/grandmother etc. has multiple sclerosis (MS)) is to take on the challenge of (insert details e.g. skydive/10k run/swim etc.) to raise money for the MS Society.**

(Name of fundraiser), who’s (insert age), will (insert event details i.e. cycle from Lands End to John O’Groats) on (insert date of event). They are aiming to raise (insert figure).

More details here about reason for challenge e.g. James’s wife Emily was told she had MS in June 2014. Her symptoms include vision and mobility problems. The couple have two young children and James says MS has had a big impact on family life.

More than 100,000 people in the UK are living with MS and symptoms usually begin when people are in their 20s and 30s. MS is unpredictable, one day you can be fine, the next you might lose your sight or be unable to move. The MS Society is funding research and fighting for better treatment and care to help people with MS take back control.

(Name), who is a (insert job title here or say student, stay at home parent etc.), said: (include quote here) e.g.: Rosie - who’s a student - was diagnosed with MS in June 2013: “I felt that my whole world was going to fall apart and that everything would change. Then I started doing some research and realised it wasn’t the end of the world and there are people in worse situations out there.”

Rosie’s already done one abseil and raised £675 for the MS Society: “It was the most amazing thing I’d ever done. Lots of my friends and family were there and it was so rewarding and cool to hear people cheering your name. I loved it. If anyone’s thinking of signing up I’d say don’t be put off by the height, you’ll have so much fun.”

Training for the challenge is going well so far and (insert name) is currently cycling/running etc. up to (xx) miles at one time (or include something less specific like - is training four nights a week). (Note: if the challenge doesn’t include training you can add details here about how fundraising is going, how much you’ve raised so far and how you’ve done it).

You can sponsor (insert name) at:

(include online fundraising page web address link here)

For more information about the MS Society go to: [www.mssociety.org.uk](http://www.mssociety.org.uk/)

**Ends**

For media enquiries please contact [name] on [telephone number].

**Notes to Editors:**

**About multiple sclerosis**

* MS affects more than 100,000 of us in the UK
* MS symptoms typically appear when people are in their 20s or 30s
* MS attacks the nervous system. Symptoms include sight loss, pain, fatigue, incontinence and disability
* MS is unpredictable - one day you can be fine, the next you might lose your sight or be unable to move

**About the MS Society**

* The MS Society is here for people with MS
* We have a free helpline - 0808 800 8000 and information can be found on our website [www.mssociety.org.uk](https://www.mssociety.org.uk/)
* We’re funding research to stop MS, and working to find more and better treatments for everyone
* With your help we’ll stop MS