**MS Awareness Week action for local groups**

For MS Awareness Week this year we are launching #LetsTalkMS. It’s our campaign to start a national conversation about MS, help people open up about their condition, and educate the general public.

Why not use MS Awareness Week (19-25 April) as an opportunity to write into your local newspaper about the amazing work that your group are doing?

Newspapers have a page dedicated to letters from their readers about the issues that matter to them, so writing to your local paper’s Editor is a great way to spread the word about your MS Group, and MS in general.

If you want to get in touch, please feel free to adapt the template ‘Letter to the Editor’ below. We advise you share this w/c 12 April so that it can appear during MS Awareness Week (sometimes journalists need a bit of time to get organised)!

You should be able to find the correct email address to send letters to in the ‘contact us’ section on the newspaper’s website, but please do contact our Press Team if you need any help.

Dear Sir/Madam,

This week (19 – 25 April) marks multiple sclerosis (MS) awareness week, and the MS Society [LOCATION] Group is saying #LetsTalkMS .

MS is unpredictable and different for everyone, so talking about it can be tough – whether that’s opening up to a friend for the first time, or describing symptoms to an employer.

We want readers affected by MS to have the confidence to stand up and speak out about living with the condition, and know that the MS Society [LOCATION] Group are here to help.

Our members are on hand to offer friendship, support and information – whether you have MS yourself or care about someone who does. [Insert a few lines about your group and the type of support and activities you offer].

You don’t have to face MS alone. Find out how you can get involved with the MS Society [LOCATION] Group at [URL].

[NAME]

MS Society [LOCATION] Group