

Date: day month year

Press release

**Press release title. Try to keep this short and sweet, and catchy!**

Press release text.

Here is where you can write about what you're doing and why.

Our top tips for writing this bit...

- Write the press release in the third person. Always write about you, not from you. This way the press can simply copy your text easily if they need to, and won't need to re-write it
- Be honest. Your reasons for supporting MS-UK will be personal, and if you are comfortable sharing your story you can really connect with people emotionally
- Include the facts. If you are doing a particular challenge, remember to put the date and place and any other details people may need to know about how to support you on the day
- Try to stay positive. You are doing something amazing for a great cause, so remember to use positive language like 'living with MS' rather than 'suffering with MS'
- Include a quote. Try to bring out a bit of text in bold that the press can quote directly from you, so you get your own voice out there
- Remember to include your online fundraising link. Whether you use Virgin Money Giving or JustGiving, include a link to your fundraising web page so people know how to sponsor you

## For comment

Include your name, telephone number and email address in this section, so the press can contact you if they would like more information or photographs from you.

## About MS-UK

MS-UK is a national charity formed in 1993. We are here for people affected by multiple sclerosis – that's around 130,000 people in the UK and 2.3 million worldwide. MS-UK is here for anyone affected by multiple sclerosis, to empower them to live healthier and happier lives by improving the understanding of MS and providing support where it is needed most.

MS is a condition that affects the central nervous system – the brain and spinal cord. There is currently no cure. The symptoms people experience vary greatly from person to person and over time. Such symptoms may include fatigue, pain, sensory problems such as with vision, cognition difficulties and issues with bodily functions such as speech and swallowing and bladder and bowel.





MS-UK has always been at the forefront of promoting choice, of providing people with all the information and support they need to live life as they wish to with multiple sclerosis; whether that be through drugs, complementary therapies, lifestyle changes, a mixture of these or none at all.

Find out more about MS-UK online at [www.ms-uk.org](http://www.ms-uk.org).

