



PRESS RELEASE

A delicious local fundraiser

[Day month 2011]

A group of fundraisers from the **[name]** branch of the MS Society raised over **£[insert amount]** for people with multiple sclerosis (MS) when they hosted a **Cake Break** on **[insert day / date]**.

Local people were invited to the event, held at **[location]**, to tuck into a range of homemade treats and cakes in exchange for donations to the MS Society.

Name, Cake Break host and member of the **[branch]** of the MS Society, said: “**We had a fantastic day, there was a steady flow of visitors throughout the day and in the end we ran out of cakes! We’re delighted we raised so much money and we want to thank everyone for their support.**”

Cake Break is the MS Society’s flagship fundraiser taking place on 20 May prior to MS Week which runs from 23 May – 29 May. Money raised from the event in **[location]** will go towards supporting people with, and affected by, MS at a **local / national level [or provide specific details, i.e. to fund research / fund grants etc]**.

[If you have any other information about your Cake Break that you need to include, or would like to quote any other visitors, then insert it here.]

For more information on MS Week and the MS Society go to www.mssociety.org.uk. To contact the **[name]** branch of the MS Society, call **[insert phone number]**.

ENDS

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

Notes to Editors:

- The MS Society (www.mssociety.org.uk) is the UK's largest charity dedicated to supporting everyone whose life is touched by multiple sclerosis (MS), providing personalised care, an award-winning freephone helpline (0808 800 8000), specialist MS nurses and funding more than 80 vital MS research projects in the UK.
- MS is the most common disabling neurological condition affecting young adults and an estimated 100,000 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.