



PRESS RELEASE

## **A delicious local fundraiser**

**[Day month 2011]**

**A group of fundraisers / A local woman affected by MS [or insert appropriate opening] from [location] raised over £[insert amount] for people with multiple sclerosis (MS) when she/they hosted a Cake Break on [insert day / date].**

The event, held at [location – if appropriate], saw friends, family and colleagues come together to catch up and tuck into a range of homemade treats and cakes in exchange for donations to the MS Society.

Cake Break host [name], [age], who lives in [area of town], said: “I had a brilliant day – it was lovely catching up with so many of my friends and the cakes were so popular I ran out! As someone affected by MS [insert more details if relevant] I’m delighted to have raised so much money.”

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 events held across the UK will go towards supporting people with, and affected by, MS.

[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](http://www.mssociety.org.uk).

**ENDS**

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

### **Notes to Editors:**

- 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 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.