**[Date you send the press release]**  
  
**Immediate release**

**[Town/city] [activity] to improve   
 services for people with MS**

A [woman/man/mother/father etc.] in [town] is encouraging local people to [what you are asking people to do e.g. attend a public meeting] next month where [she/he] will be launching a campaign to [what the campaign aims to do e.g. improve services for local people with multiple sclerosis (MS)].

[Name, age], [how you are affected by MS e.g. who was diagnosed with MS two years ago], is calling on [who you want to see change from/trying to influence e.g. local council] to [what change you want to see made e.g. improve services] in [town].

**(Optional)** The event [name of anyone notable in your community who is attending the event e.g. which will be attended by local MP Joe Bloggs], will be held at [location] on [date and time].

[Name of campaigner] said: [quote by campaigner about how it will help people in the local community affected by MS e.g. “MS is close to my heart because my mother was diagnosed with the condition three years ago. Services are not good enough at the moment and the city of Edinburgh council could make small changes which could dramatically improve services for my mother and other people in Edinburgh affected by MS. We are hoping the people of Edinburgh will show their support by participating in our event and signing our petition calling for these vital changes.”]

More than 130,000 people live with MS in the UK and [**(optional)** number of people with MS in local area if known]. It damages nerves in your body and makes it harder to do everyday things, like walk, talk, eat and think.

[**(Optional)** quote from notable person (e.g. MP) explaining why they are supporting the campaign, if applicable].

[Insert any event registration/fee details]. For more information, please contact [your name and contact details].

**Ends**

For press enquiries, please contact: [your contact details]

**Notes to editors**

About multiple sclerosis:

* More than 130,000 people live with multiple sclerosis in the UK
* MS damages nerves in your body and makes it harder to do everyday things, like walk, talk, eat and think
* MS is relentless, painful, and disabling