**NATIONAL MULTIPLE SCLEROSIS SOCIETY SEES STRONG PARTICIPATION IN ITS MOVE FOR MS CAMPAIGN**

* **The initiative, launched during the holy month of Ramadan, coincides with MS Awareness Month, which is celebrated globally during the month of March**
* **Distance covered as part of Move for MS exceeds 100,000 kilometers by more than 2,000 participants**

**Abu Dhabi, 28 March 2024** – Aligned with global MS Awareness month observed in March every year, the National MS Society (NMSS) launched the "Move for MS" initiative at the start of Ramadan to motivate the community to support people living with MS. Move for MS champions people living with MS through a range of inclusive sports activities. Whether it's walking, jogging, cycling, swimming, hiking, or any other form of physical engagement, participants of all abilities can join in. The initiative also aims to foster a culture of giving by encouraging donations to support people affected by MS.

Since its launch, Move for MS has seen significant engagement in the UAE Community Challenge, with 1,843 participants taking 150,179,593 steps, covering a distance of 108,882 kilometers. Additionally, 603 participants from corporate partners have contributed 57,238,860 steps, equivalent to 44,455.4 kilometers, bringing the total distance covered as part of the initiative to more than 100,000 kilometres.

**H.E. Dr. Fatima Al Kaabi, Vice Chair of the NMSS, Director General of Emirates Drug Establishment, and Executive Director of Abu Dhabi Bone Marrow Transplant program at Abu Dhabi Stem Cells Center (ADSCC) said** “In line with the NMSS mission, we're calling on the UAE community to participate in “Move for MS” campaign. Through this initiative, we aim to garner support for people living with this condition; to make them feel included, ensure that they are visible and know how much we care about their wellbeing. Raising awareness is a significant aspect of NMSS’s work and the funds raised from this initiative will go towards support and research. I would like to express our gratitude to all our partners, for helping us stand united for people affected by MS."

NMSS has partnered with Mubadala, Abu Dhabi Stem Cells Center, ADQ, Cleveland Clinic Abu Dhabi, Ma’an and Lulu Group, who will support the initiative by encouraging their employees to Move for MS. Participating staff can measure their steps through the STEPPI app in solidarity with people living with MS. STEPPI is a fitness tracking application that allows users to track their steps and physical activity, fostering a sense of community and solidarity.

Several studios and gyms, including Inspire Sports, YogaOne Studio, Motion Cycling, Chapter Studio, The Bridge Wellness Hub, Seven Wellness Club, Breathes Wellness, Pilatiq Fitness Studio and CRANK Fitness, are all part of Move for MS and will donate proceeds from designated classes to NMSS. The Move for MS campaign aligns with NMSS' core mandates of providing support and resources, raising awareness, and contributing to global research efforts towards a cure for MS.

Globally, WHO encourages campaigns to strengthen support for people living with MS, which affects more than 2.9 million people worldwide. MS is an immune disorder caused by damage to the protective layer of nerve fibers (myelin), which allows nerves to transmit impulses to and from the brain. MS symptoms vary from person to person based on the location of the affected nerve fibers, and the severity of impact on the central nervous system. Until recently, there was a limited number of MS neurologists in the UAE.

In a strategic move to amplify impact, NMSS has forged a partnership with the Authority for Social Contributions - Ma'an. This collaboration serves as a conduit for receiving individual and institutional contributions, ensuring that every donation goes toward enhancing the lives of people with MS.

The prevalence of MS is higher among younger individuals (18-39) compared to the rest of the population in the UAE, at 64.3%, while people aged 40-59 make up 31% of people living with MS.

Every contribution to NMSS makes a meaningful difference in the lives of people with MS in the UAE. To support the Move for MS campaign or to learn more about MS, visit the [**NMSS Ma'an contribution page**](https://fundraise.maan.gov.ae/en/campaigns/multiple-sclerosis-program?campaignid=f86dcc41-8083-ee11-8179-6045bd6972de)**.**

To participate in any of the Move for MS fitness classes or to view class schedules, please click [**here**](https://we.tl/t-1XRJ4XrdAk).

**For more information on the National Multiple Sclerosis Society, visit** [**www.nationalmssociety.ae**](https://www.nationalmssociety.ae)**.**

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**About the National Multiple Sclerosis Society**

Established in 2022 under the Ministry of Community Development, the National Multiple Sclerosis Society (NMSS) is a UAE-based NGO created to better the lives of people living with Multiple Sclerosis (MS) and their communities in the UAE through education, advocacy, and advancing global efforts to finding a cure for MS.

NMSS is governed by a board of trustees, advised by a local and international Strategic Advisory Committee and Medical Advisory Committee, and supported by MS ambassadors and volunteers. Together, they ensure that people living with MS have access to high-quality care and get the guidance they need through reliable resources.

The National Multiple Sclerosis Society works with leading national medical institutions and renowned global partners to build a trusted network of healthcare providers and support organizations. The society aims to raise awareness of MS, create a holistic ecosystem for the MS community in the UAE, and provide support and resources for individuals affected by MS.