**MORE THAN 60 CAFÉS COLLABORATE WITH THE NATIONAL MULTIPLE SCLEROSIS SOCIETY TO RAISE AWARENESS ON WORLD MS DAY**

* *In the run-up to World Multiple Sclerosis (MS) Day on May 30, more than 60 cafés have partnered with the National MS Society to raise awareness of MS in the UAE.*
* *Cafes across the UAE will display educational information about MS in specially branded merchandise developed by the society.*
* *The color orange, which symbolizes optimism, confidence, enthusiasm, and warmth, represents hope for people living with MS.*

**Abu Dhabi, 28 May 2024**: Over 60 of the UAE’s beloved coffee shops have partnered with the National MS Society in a united effort to raise awareness about Multiple Sclerosis (MS) for World MS Day. From May 30 to June 2, these cafés will be at the forefront of a campaign designed to improve the understanding of MS among the public and show solidarity with people living with MS.

For the second year, the UAE is participating in global World MS Day celebrations. This community activation is one of many initiatives introduced by the National MS Society, as it marks the countdown to this year’s World MS Day.

For the duration of the activation, participating cafés will serve beverages in specially branded cups, in addition to displaying QR codes that link to informative resources and personal stories of people living with MS.

**A Call to Action**

This campaign offers a unique and engaging way for the community to come together in support of an important cause. By simply enjoying a cup of coffee, patrons can contribute to a national movement of awareness and solidarity, demonstrating the power of collective action. The full list of participating cafés is available [[**here**](https://www.google.com/maps/%4024.4482048%2C54.5980416%2C14z/data%3D%213m1%214b1%214m3%2111m2%212stA_KWzHMbEex7NzivTZ0zi2kaHAdMw%213e3?entry=ttu)].

**Living with MS**

Up to 84% of people living with MS experience cognitive changes, fatigue, and walking difficulties. Visual disturbances are also common. These symptoms can disrupt everyday tasks and impact quality of life, emphasizing the need for public awareness and support.

**The Community's Role in Spreading Awareness**

Community members are encouraged to share their experiences on social media using the hashtags # #WorldMSDay, # #MSSocietyUAE, and by tagging @nmssocietyuae. This collective effort will help amplify the campaign's reach and impact.

**Understanding Multiple Sclerosis (MS)**

Multiple Sclerosis is a chronic, unpredictable condition of the central nervous system that disrupts the flow of information between the brain and spinal cord. Symptoms vary greatly from person to person and can include movement and coordination issues, visual disturbances, and fatigue. In the UAE, around 19 in every 100,000 people are affected by MS, with the condition commonly beginning in young adults around the age of 26. Women are twice as likely as men to develop MS and make up 67% of people diagnosed with MS in the UAE, highlighting the importance of targeted awareness and support efforts.

Early diagnosis and treatment are critical for improving long-term health and well-being. Despite the challenges, ongoing research continues to seek more effective treatments and, ultimately, a cure.

Visit [www.nationalmssociety.ae](http://www.nationalmssociety.ae) to discover the many ways you can contribute to the MS community in the UAE, or make a direct contribution through the [Authority of Social Contribution - Ma'an platform](https://fundraise.maan.gov.ae/en/projects/multiple-sclerosis-program/?pid=f86dcc41-8083-ee11-8179-6045bd6972de).

Together, we can make a positive impact and bring hope to those affected by MS.

*-ENDS-*

**About the National Multiple Sclerosis Society**

Established in 2022 under the Ministry of Community Development, the National Multiple Sclerosis Society 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.

The National MS Society 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 MS 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.

For more information about MS and the National Multiple Sclerosis Society, please visit [www.nationalmssociety.ae](http://www.nationalmssociety.ae)

Visit the National MS Society's official social media platforms for the most recent updates and insights.

Instagram: [NMSsocietyUAE](https://www.instagram.com/nmssocietyuae/)

Facebook: [National MS Society UAE](http://www.facebook.com/mssocietyuae)

LinkedIn: [National Multiple Sclerosis Society UAE](https://www.linkedin.com/company/nmssocietyuae/)

X: [NMSsocietyUAE](https://twitter.com/nmssocietyuae)