

# PRESS RELEASE

## New non-profit organization planning film project “One day with MS”

**Brussels, August 15, 2013:** On June, 2<sup>nd</sup> 2013 PR4MS announced their new project during a public kick-off meeting held in the cultural center “Ten Weyngaert” in Forest, Brussels. The project aims to show how we live with Multiple Sclerosis in 2013/2014. This will be done by creating a film from videos posted on a platform (for example YouTube) by people that are either living with MS or are somehow affected by MS personally or professionally.

PR4MS – Public **Research** for Multiple Sclerosis is a non-profit organization founded in November 2011 in Brussels by a group of friends, with the aim of accelerating the research for MS treatments. The Open Source principle is one of the main principles the organization wants to apply to achieve its goals. PR4MS is open to everybody, from MS patients to Software engineers, from Neurologists to Physiotherapists or Nurses, and from Marketing specialists to anybody that simply wants to help and support the goal of improving the life of people suffering from MS and getting better treatments or in the end find a cure for MS altogether.

### *The project idea*

PR4MS will be asking people that are in any way affected or dealing with MS to make videos about themselves, and their personal story about MS. These videos would be posted on YouTube (or a similar channel). Our organization would work with a creative team and produce a film with the videos submitted.

### *Goals*

- Provide a comprehensive and global view and different perspectives on MS
- Inform in an entertaining and interesting way
- Give people with MS the opportunity to actively express themselves
- Give people dealing with MS (nurses, family of Patients with MS, doctors, researches, charities....) the chance to share their stories and experiences
- Raise awareness on the matters of MS
- Give confidence and hope

### *The Kick-off event*

On June 2<sup>nd</sup>, the team of PR4MS organized a public kick-off meeting held in the cultural center “Ten Weyngaert” in Forest, Brussels. There the project was introduced and presented. Afterwards people had the chance to ask questions, provide feedback and discuss with the team. Whoever was interested in the project or in supporting the project filled in their names and emails in a list. The more informal part of the meeting started with coffee and cakes followed by the projection of the film “Life in a day” (by Kevin MacDonald, produced by Ridley Scott)

### *Plan*

The next step for the team is to get the project team and the funding, therefore PR4MS is still looking for:

- people that are interested in supporting the project and being part of the team which is organizing the project
- partners interested in supporting the project
- people in the creative and film business (Editors, Directors, Production people...)
- Sponsors

### *Why is PR4MS launching this film project?*

This film project illustrates in an easy way how PR4MS wants to work on achieving its goals. It only works if a "critical mass" of people are participating. Openness and sharing are essential, it's not done for profit, but for the reasons described above. Collaboration towards a common goal will yield better results than many individuals working independently and competing against each other.

### *About MS*

**Multiple sclerosis (MS)** is an inflammatory disease in which the insulating covers of nerve cells in the brain and spinal cord are damaged. This damage disrupts the ability of parts of the nervous system to communicate resulting in a wide range of signs and symptoms including physical, mental, and sometimes psychiatric problems.

MS takes several forms, with new symptoms either occurring in isolated attacks (relapsing forms) or building up over time (progressive forms).

Between attacks, symptoms may go away completely; however, permanent neurological problems often occur, especially as the disease advances.

There are currently over 2,5 Mio people worldwide diagnosed with MS.

### *Contact us :*

**PR4MS**

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