

# World MS Day 27 May 2009 – Global initiative to highlight multiple sclerosis

Woman with MS reaches summit of Mount Everest

Rock group U2 lends its support to global campaign film to be released on 27 May

Lionel Messi and Josep Guardiola, FC Barcelona's star player and manager, support World MS Day  
[www.worldmsday.org](http://www.worldmsday.org)

Multiple Sclerosis International Federation

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The first coordinated global initiative to highlight the proliferation of multiple sclerosis (MS) is being launched this Wednesday 27 May with more than 200 events in 61 countries in a concerted effort to "join up" thinking and awareness of the disease around the world.

In the lead-up to this first ever World MS Day, US climber Lori Schneider has reached the summit of Mt Everest and is believed to be the first person with diagnosed MS to stand at the top of the world. Rock group U2 has lent support through the use of its song "Beautiful Day" for the global campaign film showing the "1000 faces of Multiple Sclerosis," which will be released on 00.01 GMT Wednesday 27 May.

"Whenever I go out to the field, whenever I kick the ball and whenever I run to catch it, every step and every effort I make will be a tribute to the people who live with a much more difficult challenge, to fight every day against MS." Lionel Messi, Argentina, FC Barcelona footballer.

Among the leading sports stars to support World MS Day:

\* Lionel Messi, Argentina, FC Barcelona footballer, who will play in the European Champions' League Final, against Manchester United in Rome on World MS Day

\* Josep Guardiola, Spain, FC Barcelona Manager

\* Betty Cuthbert, Australia, four-times Olympic gold medallist runner

\* Bjørn Dæhlie, Norway, eight-times Olympic gold medallist skier

\* Cesc Fàbregas, Spain, Arsenal FC footballer

\* Ignacio "Nacho" González, Uruguay, Newcastle FC footballer

\* Nelson Évora, Olympic and world triple jump champion, Portugal

The 4-minute global campaign film is now available under embargo for viewing at the following link:

<http://www.msif2.org/media/preview/>

By entering the following details:

username: filmpreview

password: nxP2DS (this is case sensitive)

A high quality version of the film can be obtained from Helen Regan, Advocacy and Communications Manager, MSIF (see contact details below).

In Finland the World MS Day is coordinated by the Finnish MS Society. For World MS Day events in Finland see [www.ms-liitto.fi/mmssp](http://www.ms-liitto.fi/mmssp). For further events search our global map at: [www.worldmsday.org/map](http://www.worldmsday.org/map)

World MS Day initiatives are taking place in the following countries:

Argentina, Australia, Austria, Bahrain, Barbados, Belgium, Brazil, Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Iran, Ireland, Italy, Japan, Latvia, Lebanon, Luxembourg, Macedonia, Malaysia, Malta, Mexico, Morocco, Netherlands, Norway, Pakistan, Palestinian Authority, Peru, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Tunisia, Turkey, United Arab Emirates, UK, Uruguay and USA.

For further information, to arrange interviews, for a high quality version of the global campaign film or video news release please contact:

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For details/ photos of Lori Schneider's Everest climb contact:

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