



Media Alert

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TV Advertisement Shows the Social Impact of Multiple Sclerosis

Multiple Sclerosis (MS) affects not only those diagnosed with the disease but also family, friends and the broader community. MS Australia's 30-second television advertisement, which launches today, is a creative reflection of this element of MS.

Through the advertisement's main character, 12 year old Kelly, we see that MS not only results in disabling symptoms for those diagnosed with the disease, but also creates an uncertain future for family.

When the advertisement begins, Kelly is sitting alone at school after netball waiting for her mother to collect her. We see time lapse, with a teacher passing and asking if Kelly is OK to get home. Like any 12 year old, Kelly shrugs it off but internally struggles with concern over her mother's whereabouts.

Eventually, Kelly's father arrives to pick her up and explains that her mother is having trouble walking, explaining why she can't collect Kelly. Her father's strain is obvious as he maintains a sense of calm for his daughter, whilst Kelly is in a position no 12 year old should be – anxious about her mother's health.

Arli Miller, National Media Manager for MS Australia, said that many creative people had contributed their time and effort to bring this important message to life and that each one deserved the thanks of the whole community.

"MS is a devastating disease that not only presents an array of symptoms such as loss of balance and muscle coordination, slurred speech, tremors and memory problems, but also impacts greatly on relationships with family and friends and results in a multitude of social issues," said Ms Miller.

"MS is unpredictable and those living with it don't know what tomorrow holds. Symptoms vary from person to person and can come without warning, which makes planning family activities difficult.

"Kelly has shown us that she can't always rely on her mother being there for her because of the unpredictability MS brings."

Approximately 18,000 Australians have MS with three times as many women as men affected. The onset of symptoms occurs most often between the ages of 20 and 40; the average age is just 30.

The television commercial, produced by Plutonium Communications, will be aired nationally and supported by additional media right throughout August.

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To view the 30 second version go to
<http://www.youtube.com/watch?v=bBOgUmphtwE>

For more information on MS Australia visit the web site
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