



## Template press release

### PRESS RELEASE

*For immediate release: [date]*

*Or*

*Embargoed for: [time/date]*

**<COUNCIL NAME> hears voice of people with motor neurone disease**

**Photo opportunity: details of photo opportunity if applicable**

<Council name> has agreed to adopt the motor neurone disease (MND) Charter in support of local people living with this terminal disease and their carers.

MND is a fatal, rapidly progressing disease that can leave people locked in a failing body, unable to move, talk and eventually breathe. It kills around a third of people within a year of diagnosis, and more than half within two years. There is no cure.

Unfortunately, MND is still little understood and this contributes to many people with the disease not receiving the care and support they need. The MND Charter was launched to change this.

<COUNCILLOR OR COUNCIL REPRESENTATIVE QUOTE, AMEND AS NECESSARY> “I am delighted our council has agreed to adopt the MND Charter. It is vital that more people are aware of the needs of people with MND so those living with this devastating disease can maximise their quality of life and die with dignity”.

<INSERT QUOTE FROM LOCAL PERSON LIVING WITH OR AFFECTED BY MND>

Chris James, Director of External Affairs for the MND Association said “The importance of the MND Charter is undeniable. We want everyone to be clear that access to the right care, in the right place, at the right time, as set out in our Charter, can transform lives.”

For further information please visit [www.mndassociation.org/mndcharter](http://www.mndassociation.org/mndcharter)

## **NOTES TO EDITOR**

### **About MND Association**

The MND Association was founded in 1979 by a group of volunteers with experience of living with or caring for someone with MND. We are the only national charity in England, Wales and Northern Ireland focused on MND care, research and campaigning.

We are a membership organisation and have more than 9,000 people helping to strengthen our voice.

'Champion the Charter on your doorstep' is a MND Association initiative.

For more information see [www.mndassociation.org](http://www.mndassociation.org)

### **What the MND Association does**

We improve care and support for people with MND, their families and carers.

We fund and promote research that leads to new understanding and treatments, and brings us closer to a cure for MND.

We campaign and raise awareness so the needs of people with MND and everyone who cares for them are recognised and addressed by wider society.

### **About motor neurone disease**

- MND is a fatal, rapidly progressing disease that affects the brain and spinal cord.
- It attacks the nerves that control movement so muscles no longer work. MND does not usually affect the senses such as sight, sound, feeling etc.
- It can leave people locked in a failing body, unable to move, talk and eventually breathe.
- It affects people from all communities.
- Some people may experience changes in thinking and behaviour, with a proportion experiencing a rare form of dementia.
- It kills a third of people within a year and more than half within two years of diagnosis.
- A person's lifetime risk of developing MND is up to 1 in 300.
- Six people per day are diagnosed with MND in the UK.
- It affects up to 5,000 adults in the UK at any one time.
- It kills six people per day in the UK, this is just under 2,200 per year
- It has no cure

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