



Rock to Walk

Fundraiser aims to raise \$500 for MS Society of Belleville

March 22, 2010

Belleville, Ont. – On Friday March 26th 2010, Loyalist College Public Relation students and Mystic Kick will help raise awareness for Multiple Sclerosis by holding ‘Rock to Walk’ a benefit concert in the Tartan Lounge at The Duke of Edinburgh.

“It should be a great event,” says Meghan Cunningham, a PR student at Loyalist College and organizer of Rock to Walk. “MS is a disease that affects everyone young and old, so we wanted to raise awareness, as well as raising some funds so the MS Society of Belleville can continue to help those diagnosed.”

Rock to Walk will take place in the Tartan Lounge at The Duke of Edinburgh, located at 187 Front Street Belleville. Doors open at 7 p.m. with the band taking the stage at 7:30 p.m. Tickets are \$5 dollars with all proceeds going to the MS Society of Belleville, there is a target of raising \$500

“What is great about this event is that all proceeds are going straight to the charity,” says Cunningham. “Our goal between ticket sales, raffle proceeds and bar tips is to raise \$500 for the MS Society of Belleville.”

About multiple sclerosis and the Multiple Sclerosis Society of Canada

Multiple sclerosis is a chronic, often disabling disease of the brain and spinal cord. It is the most common neurological disease of young adults in Canada. Most people with MS are diagnosed between the ages of 15 and 40, and the unpredictable effects of MS last for the rest of their lives.

The MS Society provides services to people who have multiple sclerosis and family members through its seven division offices and more than 120 chapters. MS Society volunteers and staff are also actively involved in educating health care professionals about MS and its treatment, in public awareness programs and in government relations and advocacy.

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