



**Improving
Lives Today!**

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FOR IMMEDIATE RELEASE

The Multiple Sclerosis Association of America Debuts Mobile Website

November 5, 2013, Cherry Hill, New Jersey – The Multiple Sclerosis Association of America (MSAA), a national nonprofit organization and leading resource for individuals with multiple sclerosis (MS), announces the debut of its new **mobile** website accessed at mymsaa.org. Designed to meet the growing needs of individuals with MS and their care partners, the mobile site is another important service offered to improve lives today for the entire MS community.

Users are now able to have on-the-go access to many of MSAA's resources currently available on MSAA's desktop website. To address mobile users, the new site provides concise information in an easy-to-manage format viewable on any mobile device. Features of the mobile version include: general information about MS; symptom management and treatment options; MSAA's programs and services; volunteer and Swim for MS fundraising opportunities; a calendar of events; and links to donate directly from any smartphone. Additionally, users will be able to easily access MSi educational videos and MSAA's publications, including *The Motivator* magazine.

"MSAA wants to ensure individuals with MS have greater accessibility to the resources they need," says MSAA President and CEO Douglas G. Franklin. "Allowing for immediate access to information in an easy to browse, clear layout - regardless of location - is one way for us to help the MS community."

Please visit mymsaa.org on any mobile device to check out the available resources and information about MS. For questions, contact Sarah Masino, community relations coordinator at **(800) 532-7667, extension 122** or via email at smasino@mymsaa.org.

About MSAA

The Multiple Sclerosis Association of America (MSAA) is a national nonprofit organization and leading resource for the entire MS community, improving lives today through vital services and support. MSAA provides free programs and services, such as: a Helpline with professional consultants; award-winning publications, including MSAA's magazine, *The Motivator*; MSAA's nationally recognized website (at www.mymsaa.org), featuring award-winning educational videos and research updates; S.E.A.R.C.H.™ program to assist the MS community with learning about different treatment choices; a mobile phone app, My MS Manager™ (named one of the best multiple sclerosis iPhone & Android apps by Healthline.com); a resource database, My MS Resource Locator; safety and mobility equipment distribution; cooling accessories for heat-sensitive individuals; educational events held across the country; MRI funding; and more. For additional information, please visit www.mymsaa.org or call **(800) 532-7667**.

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