

MUSCLE DREAMTM COMES TRUE FOR YOUNG PETROL-HEAD

Muscular Help Foundation founder Michael McGrath explains how the charity for people with muscular dystrophy made one boy's Muscle DreamTM come true.



Photo Courtesy, Mr Casey Gutteridge Welwyn and Hatfield Times

This October, The Muscular Help Foundation helped make one lad's Muscle DreamTM come true. During its third annual London Flagship Fundraiser, held at the prestigious Royal Automobile Club (RAC) in Pall Mall, the charity's Muscle DreamsTM programme provided an amazing experience for 12 year old Jordan Williams.

Jordan has Duchenne Muscular Dystrophy (DMD), the most severe form of the debilitating muscle condition. Like many boys his age, he's mad about cars – particularly Ferraris. The charity arranged for Jordan, his younger sister Fallon and elder brother Stephen, to travel from their home in Hatfield to the RAC in a jet-black Ferrari 612 Scaglietti F1 – the flagship of the Ferrari range.

"Jordan loves Ferraris," explained Mum Lyn. "When the 6.0 litre V12 sports car pulled up into the family's driveway, combined with the sound of the 540bhp engine, Jordan's expression said it all – it was a priceless moment!"

In addition, Jordan is a great fan of the television programme *The Apprentice*, and Lord Alan Sugar. The charity arranged a specially recorded message from Lord

Sugar, delivered on the night along with a personally signed, framed photograph of the entrepreneur.

Lord Sugar said to Jordan: "I'm told you're a big fan of *The Apprentice*, and can often be heard telling your mum: 'Mum – You're fired!' Well, let me offer you one tip, Jordan; it's probably best to make sure your Mum's made your tea, cleaned your room, washed your favourite T-shirt and put the kettle on before saying it – just in case!"

"I think you're all at the RAC this evening raising money for The Muscular Help Foundation to help deliver fantastic Muscle DreamsTM for kids all over the country. Well, please dig deep and remember, if in doubt... BID! After all it's only money and it's all going to a great cause. And Jordan, if you notice anyone not bidding enough, you know what to say, at the top of your voice. That's right – 'YOU'RE FIRED!'"

Taking Lord Sugar's advice, Jordan helped ensure that over £12,000 was raised on the night for Muscle DreamsTM, ensuring that many more young people – and their families – will enjoy a really special experience. In the meantime, the battle against the disease continues. Muscular

dystrophy remains the single biggest genetic killer of children on the planet. Here in the UK there are about 60,000 people who have to fight each and every day of their lives, according to how the disease affects them. It robs sufferers of their mobility, independence and for those with the most severe type – predominantly children – their lives.

"None of us must ever forget those parents and people who live their lives for their sons, their daughters, their partners and who in each and every waking day, give of themselves in loving unconditionally, caring for and helping those in the family whose lives are being destroyed – that's why we must never ever give up the fight against muscular dystrophy, and why our vital work needs more support so we can deliver many more Muscle DreamsTM in the future," said McGrath. ■

MORE: www.musclehelp.com

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THE MUSCULAR HELP FOUNDATION

ABOUT MICHAEL MCGRATH

Michael McGrath, who himself has muscular dystrophy, is a well-known international motivational speaker and an inspiration to many businesses as well as tens of thousands of people around the world with the condition. In 2002 Michael led an expedition to the North Pole, an achievement he repeated two years later at the South Pole.

McGrath founded The Muscular Help Foundation for several reasons. "I want more people to hear about what this disease does, how it destroys lives and how those living with it can and do achieve fulfillment" he said. "I want to empower, inspire and motivate others to engage with this cause – it takes 10 muscles to smile, 12 to frown but only one to make a difference, something we try hard to do through our Muscle DreamsTM programme."

Michael is available to speak at conferences, masterclasses and awards. For further information on his public speaking, visit www.michaelmcgrath.co.uk.