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KISS Public Relations appointed to handle the development of social media for National Muscular Dystrophy family Charity

The Muscle Help Foundation has appointed East of England PR agency, KISS Public Relations to handle the development of the charity's social media in preparation for the 'Games Inspired Muscle Dreams' charity programme at the 2012 Paralympic Games which will deliver a once in a lifetime experience for 75 young people with Muscular Dystrophy (29 August – 9 September).

The Muscle Help Foundation delivers amazing and unforgettable experiences in the UK called Muscle Dreams for children and young people afflicted by the muscle wasting disease, Muscular Dystrophy.

Muscular Dystrophy affects over 70,000 people in the UK and varies in complexity with no known cure. As part of this on-going mission, this innovative Paralympic related project has been in development for over two years and was conceptualised by the Muscle Help Foundation's inspirational CEO, Michael McGrath. Michael himself has Muscular Dystrophy and as a result of the deteriorative nature of his condition has been a powerchair user for several years. Michael is a remarkable individual who besides being the driving force behind this family charity is a highly accomplished motivational speaker. He is also the first, and currently only disabled person to have successfully led expeditions to both the North and South Poles and will be carrying the Paralympic torch from the London Borough of Waltham Forest on 29 August at 19:14.

Michael approached KISS Public Relations, an agency that provides social media expertise to a wide range of organisations to determine whether the team could offer support for the 'Games Inspired Muscle Dreams' project and also in preparing the social media channels aimed at reaching maximum awareness.

Laura Brown, KISS Public Relations' Social Media Manager was delighted to be of assistance, she said, "When I met with Michael to discuss the charity's aim to take 75 Muscle Dream beneficiaries to the Paralympics, and the charities vision to deliver a Muscle Dream for every child and young person in the UK, I agreed immediately to assist in developing the social media touch points which include Twitter and You Tube and establishing Facebook and LinkedIn profiles."

Games Inspired Muscle Dreams has been granted the official 'Inspired by London 2012' mark, which is indicative of the value placed on the programme by the Paralympic Games organisers. Amongst others, Lord Coe, Chair of LOCOG together with Charity patron Lorraine Kelly OBE as well as the Deputy Chair of the London 2012 Nations and Regions Group, Jonathan Edwards, have endorsed the event whilst businesses including Standard Life, Zibrant, PwC and BI Worldwide are providing sponsorship.

Commenting on the appointment of KISS Public Relations Michael said, "We have reached a real turning point for the charity and have received some fantastic interest from local, national and international news channels, celebrities and the public alike. We were keen to get our social media touch points in order, and utilise the medium to further raise awareness of Muscular Dystrophy and the work we do at the charity. KISS has made fantastic progress and we look forward to working with Laura and her team to develop this avenue further."

To keep up-to-date with all the charity news follow The Muscle Help Foundation on Twitter at <https://twitter.com/musclewarrior>, LinkedIn <http://www.linkedin.com/company/2323415?trk=tyah> and on Facebook <https://www.facebook.com/TheMuscleHelpFoundation>.

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Editor's Notes

Michael McGrath is available for interviews; in the first instance, please contact Lydia Drukarz, 07977 454180 with details or email lydia@wavelengthpr.com.

ABOUT - The Muscle Help Foundation and *Muscle Dreams*

The Muscle Help Foundation (MHF) was co-founded by Michael McGrath (aka the *Chief MuscleWarrior* and *DreamMaker*). Michael is the CEO of the charity which has a simple vision - to fulfil the *Muscle Dreams* of children and young people in the UK whose lives are afflicted by Muscular Dystrophy. Through a tailored and highly personal approach, the charity delivers transformational experiences that give real joy, inspiration and hope, enabling beneficiaries to live a dream or fulfil a cherished ambition. MHF has a unique understanding and empathy towards both the children who receive *Muscle Dreams*, as well as the wider family unit who draw strength from the personal involvement of Michael McGrath, himself a sufferer and now as a result of the deteriorative nature of his condition, a permanent electric wheelchair user.

IMPORTANT NOTE – the charity works hard to avoid language such as ‘grant wishes’, which is very much in keeping with the approach of some other well-known charities. The Muscle Help Foundation delivers *Muscle Dreams* – we would be grateful if editors would ensure that this is communicated in this manner.

For further information – www.musclehelp.com

To donate to the charity - click the Virgin Money Giving donate here button on the charity's homepage or text **MUSC13** to **70070** to donate £1, £5 or £10.

ABOUT – Michael McGrath

Michael McGrath is an inspirational business speaker. He speaks in the corporate, education and public sectors. He was diagnosed with the genetic muscle-wasting disease Muscular Dystrophy at 18 years old. He is currently the first and only disabled person in the world to have successfully led expeditions to both the North and South Poles. Michael was included in The Queen's 2004 Christmas Day TV broadcast from Buckingham Palace that reinforced the importance of diversity as a strength. Sir Richard Branson, Chairman of the Virgin Group said "*Michael is an inspiration*".

For further information – www.michaelmcgrath.co.uk

ABOUT – the Inspire programme

The Inspire programme officially recognises and rewards exceptional, non-commercial projects inspired by the London 2012 Olympic and Paralympic Games. These projects are awarded the Inspire mark and are allowed to claim an official link to the Games in a way that no previous Olympic or Paralympic Games has made possible. Inspire brings the benefits of the Games to all nations and regions of the UK, driving change and giving millions the

opportunity to feel part of this once-in-a-lifetime event. More than 2,600 different projects have been awarded the Inspire mark during the running of this programme.

For further information – www.london2012.com/beinspired

About KISS Public Relations

KISS Public Relations www.kisspr.co.uk is an agency dedicated to delivering insightful communications. We believe that as the world becomes more complex, keeping things simple becomes even more valuable. This principle of simplicity underpins everything we do.

The agency is part of [KISS Communications](#), a fully integrated marketing agency specialising in strategy, advertising, design, branding, digital and exhibitions and recently voted [No. 2 Marketing Agency in the East of England](#) by Business Weekly.

All highly experienced communications professionals; the team at KISS Public Relations are dedicated to raising awareness and increasing sales for its clients. The company works with a wide range of companies in both the business to business and business to consumer sectors.

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