Celebrity Charity Ball November 2016

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TV celebrities to attend a Charity Ball in aid of MSA Trust in Liverpool on 18th November 2016

Reality TV star **Alex Cannon** (Big Brother), along with his brother Joe are hosting a grand charity ball at Formby Hall Golf Resort and Spa in Formby, Liverpool on 18th November to raise awareness and funds for Multiple System Atrophy Trust (MSA Trust) in memory of their mother, Sharon.

The event will be attended by a host of celebrities from the TV reality series **Love Island** and **Big Brother**, including: **Alex Bowen, Olivia Buckland, Lateysha Grace, Jackson Blyton, Georgina Leigh, Sam Giffin, Ryan Ruckledge, Hughie Maughan and Charlie Doherty**. The celebrity-studded black tie event will also feature a performance from **The X Factor** 2015 competitor, **Kiera Weathers** and Liverpool's famous **Scallywags**.

Building on their incredible success last January when they abseiled down Liverpool Cathedral and raised £4500, the Cannon brothers are now delighted so many celebrities have already accepted their invitations and, with an amazing donation of a luxury cruise package from **White Star Charter** worth £12000, there is sure to be keen interest in the auction at the event.

Joe said: "At first the idea came from a chat with my friend Jamie. He wanted to brave the shave for MSA to raise money to help the charity, but also donating his hair to The Little Princesses Trust. Jamie will be having his locks shaved off by one of the celebrities! It has turned out to be much bigger than originally planned! Mum would be so proud that we are still fundraising in her memory. This is a terrible debilitating disease; we really need people to support Multiple System Atrophy Trust so they can hopefully find a cure in the future. I am so pleased some of the money raised tonight will go to the Research Fellow Fund. Tickets have already sold out so we are looking forward to a great night".

Sharon Cannon died from the rare neurological disease multiple system atrophy (MSA) in late 2013.

Chief Executive at the MSA Trust, Karen Walker, said: "We are very grateful to all the Cannon family and their friends for raising money for the Trust and awareness about MSA. It is a devastating disease and unfortunately very few people have heard of it, including health professionals. This can lead to terrible isolation for people with MSA so it's wonderful that the Cannon family and these super celebrities joining them are doing all they can to raise awareness. I hope they have a fantastic evening."

Ends

Notes to editors:

The MSA Trust is the UK and Ireland's leading charity supporting people affected by MSA. The Trust provides its services free of charge to people affected by MSA – they include MSA Nurse Specialists, a Support Group network and an email and telephone support service. The Trust also funds vital research to find the cause, and one day, cure for MSA.

Multiple system atrophy (MSA) is a rare neurological disease that leads to premature death. It causes brain cells to shrink resulting in severe problems with multiple bodily functions. People with MSA often end up in need of 24/7 care, doubly incontinent and in some cases unable to communicate, swallow or move. Some people with MSA say it feels like the disease traps them in their own bodies. There is no known cause or cure for MSA which strikes at random, usually when people are in their fifties.

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