Celebrity Charity Ball raises money for MSA Trust

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TV celebrities attended VIP Charity Ball in aid of MSA Trust in Liverpool, 18th November 2016

Reality TV star **Alex Cannon (Big Brother),** along with his brother Joe, hosted a grand charity ball at Formby Hall Golf Resort and Spa in Formby, Liverpool on 18th November. The event raised awareness and much-needed funds for Multiple System Atrophy Trust (MSA Trust) and was held in memory of their mother, Sharon, who died from the rare neurological disease multiple system atrophy (MSA) in late 2013.

The celebrity-studded black tie event was attended by a host of celebrities from the TV reality series **Love Island** and **Big Brother**, including: **Alex Bowen, Lateysha Grace, Jackson Blyton, Georgina Leigh, Sam Giffin, Ryan Ruckledge, Hughie Maughan and Charlie Doherty**.

Alex Cannon hosted the event and the evening included a performance from **The X Factor** 2015 competitor, **Kiera Weathers** and Liverpool's famous band, **Scallywags**. The highlight of the evening was a charity auction with glamorous, VIP prizes including a luxury cruise package donated by **White Star Charter** worth £12000, a Champneys Spa stay and a luxury private Caribbean Island stay.

The Cannon brothers fundraised for the MSA Trust at the beginning of this year when they abseiled down Liverpool Cathedral with fellow celebrity **Vicky Pattison** and raised £4500.

Joe said: "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".

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."

Ends

Photos:

Flickr: https://www.flickr.com/photos/145792264@N03/

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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