

FOR IMMEDIATE RELEASE**contact:** Leigh Marie Lunn
lmunn@gsandf.com

BAND AGAINST MS ALLIES WITH GS&F

NASHVILLE, Tenn. (April 22, 2009) – Band Against MS, Inc., (BAMS) has recruited the public relations department of GS&F into the ongoing fight for a cure for multiple sclerosis. As the charity’s public relations agency of record, GS&F will design and implement a P.R. strategy to help BAMS promote its mission nationwide.

Founded in 2003 by country star Clay Walker, BAMS has raised more than \$2 million to educate and support those living with MS, as well as to create public awareness and fund important research programs. GS&F will help BAMS reach out to MS patients and the general public in order to bring them together for a common cause. Public relations services will include media outreach, creative development, print materials, branding and messaging, event promotion, and fundraising support.

“We feel blessed to be able to help an organization like BAMS meet its goals and provide hope to those living with multiple sclerosis,” said Leigh Marie Lunn, vice president of public relations at GS&F. “We look forward to this partnership as an opportunity to fulfill our commitment to strengthening our community through communication and education.”

About Band Against MS, Inc.:

Band Against MS, Inc., (BAMS) is a 501 (c) (3) not-for-profit public charity committed to providing educational information for those living with multiple sclerosis, funding programs researching a cure for multiple sclerosis, and funding programs helping those living with the disease. Nationally acclaimed recording artist Clay Walker established BAMS in February 2003 because he wanted to help others living with the same disease he has battled since 1996. More information about BAMS is available at www.bandagainstms.org.

About GS&F:

Celebrating more than thirty years in business, GS&F is a full-service marketing agency located in Nashville, with a staff of 70. GS&F clients include LP Building Products, the Tennessee Titans, the University of Tennessee Medical Center, Bridgestone Americas, International Comfort Products, Avenue Bank and Thomas & Betts. For more information about the company, visit www.gsandf.com.

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