

MOVE FOR MS SEASON II 2025



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THANK YOU

The National Multiple Sclerosis Society (NMSS) extends its deepest appreciation to our partners and everyone who contributed to the success of the second season of Move for MS.

With the support of our partners, nearly 2,000 participants joined the campaign, raising over AED 500,000 in support of the multiple sclerosis (MS) community. This initiative reflects the impact of collective effort and shared commitment. Together, we raised awareness and helped amplify the voices of people living with MS.

Your support drives our mission forward, helping us build a stronger, more inclusive future for the MS community in the UAE. Thank you for being part of this journey.

H.E. DR. FATIMA AL KAABI

Vice Chair, Board of Trustees, National
Multiple Sclerosis Society



CELEBRATING
MS AWARENESS
MONTH

AED
500K+

Raised in support of the
MS community.

2K+

participants across the UAE



172K+

kilometers moved



294M+

steps taken



80

trips around the UAE



March is recognized globally as MS Awareness Month, a time dedicated to increasing understanding of multiple sclerosis, supporting those affected, and advocating for better resources and support.

This year, March marked a powerful intersection of purpose and community spirit, as MS Awareness Month coincided with the holy month of Ramadan. This unique moment inspired the launch of the second Move for MS campaign. The initiative supports one of NMSS's key pillars - raising awareness and reducing the stigma surrounding MS - by bringing people together for a nationwide step challenge.

Our partners played a key role in these efforts, hosting awareness talks and podcast sessions to amplify the voices of those living with MS, highlight NMSS' work, and inspire others to get involved.



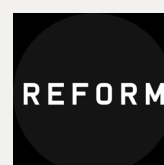
Thanks to our partners ADQ, Aldar, and Snapchat, for participating and amplifying the Move for MS campaign.

Move for MS secured AED 250,000 in cash towards our Ma'an campaign, along with an in-kind contribution of AED 257,000.

CORPORATE PARTNERS



COMMUNITY PARTNERS





STEP CHALLENGE BY STEPPI

The core of this year's campaign was a nationwide step challenge designed to turn movement into meaningful action. In partnership with STEPPI, we launched a second nationwide step challenge, aimed at raising awareness and encouraging pledges for the MS community.

Participants formed teams, tracking their daily steps through the STEPPI app, turning movement into impact through friendly competition.

The challenge brought together corporate partners **ALDAR** and **ADQ** and members of the public, with each step taken serving as a visible show of support for people living with MS in the UAE.



The average person takes **around 6,000 steps per day**, but during the Move for MS campaign, our community averaged over **10,000 steps** a day **53% more** than the typical daily step count. This demonstrates how the Move for MS initiative **inspired** the UAE community to **move for a cause**.

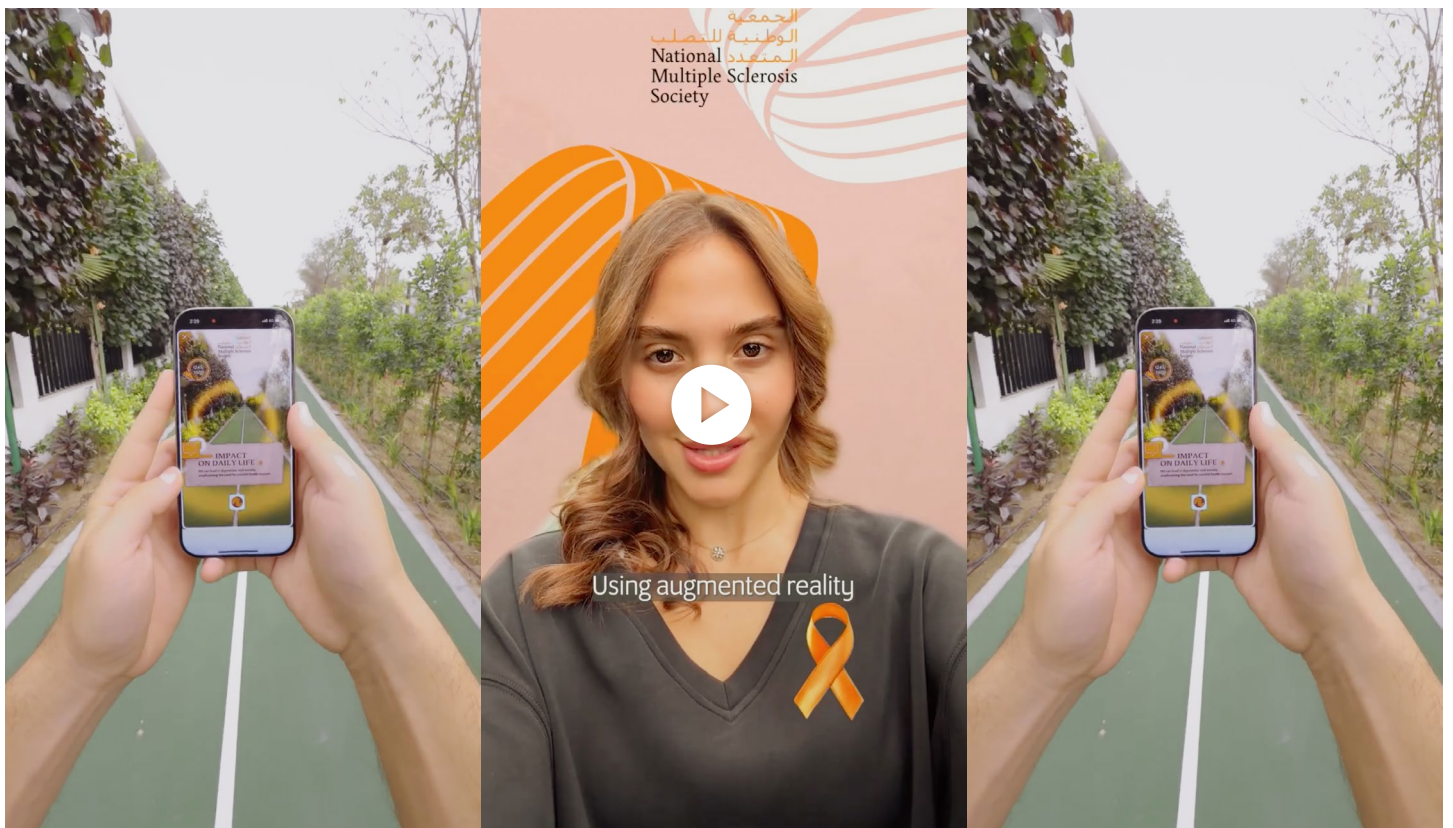
AUGMENTED REALITY (AR) CHALLENGE BY SNAPCHAT

WATCH VIDEO BELOW ➔

In collaboration with Snap Inc., NMSS launched an interactive AR step challenge during MS Awareness Month, an extension of Move for MS that introduced a new digital layer to the campaign. The experience used Snapchat's first-ever regional step counter Lens to raise awareness in a fun, educational way.

As users hit step milestones, they unlocked facts about MS and competed on a leaderboard. With over 80% of Snapchatters in the UAE engaging with AR daily, the Lens helped bring the MS conversation to a younger, digitally native audience. Snap Inc.'s in-kind support, estimated at AED 256,000, reflects a shared commitment to using technology for social good.

The lens was promoted in a complimentary video featuring 6 top creators in the UAE - Taim Al Falasi, Khaled Al Khaledi, Ghaith Marwan, Sara Al Warri, and Eisa Al Habib - who supported the cause voluntarily.



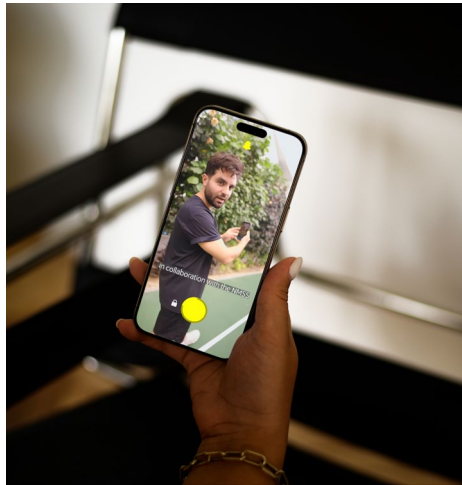
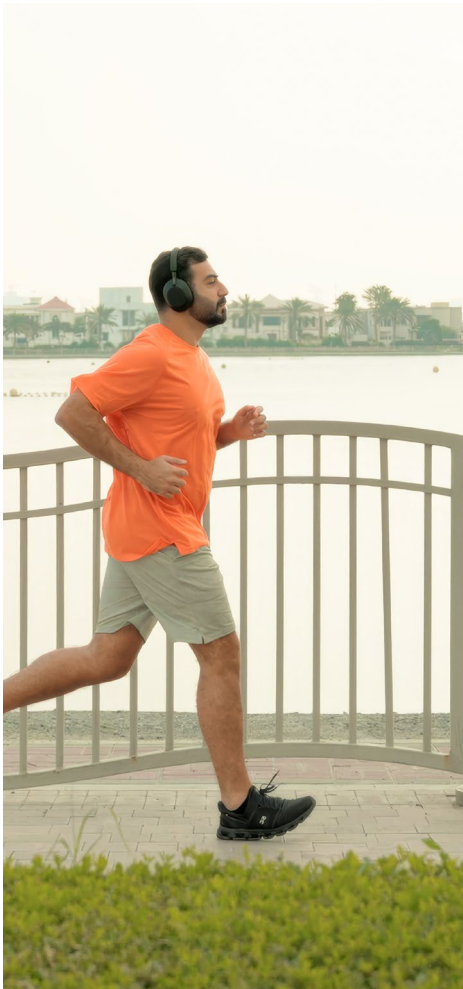


AWARENESS SESSIONS WITH **ALDAR** AND **ADQ**

As part of our ongoing commitment to raising awareness, we worked with our corporate partners, Aldar and ADQ, to deliver impactful awareness sessions. Through live podcast interviews and virtual talks, we shared the stories of people living with MS.

These sessions are key to building a deeper understanding of MS, helping to break down misconceptions, and encouraging the community to take meaningful action in support of the MS cause.

[LISTEN TO PODCAST ↗](#)



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