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Media Contact:

Tara Murphy | 360 Media, Inc. | tara@360media.net; 404-577-8686

WALK MS: ATLANTA SET TO RAISE AWARENESS & FIND A CURE THIS WEEKEND
BODY20 Named Official Route Feature Sponsor at New Atlantic Station Walk MS Location

WHEN: April 27th, 2024 – Site Opens at 7:00 am and the Official Program begins at 8:45 am.
WHERE: Atlantic Station – 1380 Atlantic Drive NW, 30363
WHY: Funds raised at Walk MS help provide life-changing programs and services for people affected by MS, ensure their voices are heard in public policy to help them live better with the challenges of MS, and support groundbreaking MS research.
REGISTER: Visit walkMS.org or call 855-372-1331
FUNDRAISE: Email fundraisingsupport@nmss.org for resources
SPONSORS: National Sponsors include Sanofi, EMD Serono, Genentech, Bristol Myers Squibb, and Novartis.
GOLD SPONSOR: Northside Hospital
WALK MS PSAs: Available to download [here](#).
FOLLOW: @walkms on Facebook; @walk_ms on Instagram; use #walkMS

ATLANTA: The Georgia Chapter of the National Multiple Sclerosis Society is pleased to announce BODY20, a leading boutique fitness studio specializing in technology-enhanced training for all fitness levels, as the official Route Feature Sponsor for Walk MS: Atlanta. This collaboration underscores BODY20's commitment to supporting individuals affected by multiple sclerosis (MS) and advancing the mission of the National MS Society.

"We are grateful for BODY20's support as the official Route Feature Sponsor for Walk MS: Atlanta," said Rachael Fenich, President of the Georgia Market at the National MS Society. "Their commitment to enhancing the participant experience and providing opportunities for engagement aligns perfectly with our mission to support and empower individuals affected by MS. Together, we are united in our efforts to create a world free of MS."

Scheduled for Saturday, April 27th, 2024, at Atlantic Station, Walk MS: Atlanta promises to be a transformative event. It will bring together the MS community to raise crucial funds for MS research and support programs. As the official Route Feature Sponsor, BODY20 will provide rest stops where participants can recharge and engage with BODY20 technology demonstrations.

"BODY20 is honored to partner with the National MS Society for Walk MS: Atlanta," said Christopher Pena, BODY20's President. "Our technology-enhanced training programs are designed to empower individuals to achieve their fitness goals, and we are excited to extend our support to those affected by MS. As the official Route Feature Sponsor, we look forward to providing participants with rest stops where they can rejuvenate and learn more about our innovative approach to fitness."

BODY20 offers a unique fitness experience utilizing an FDA-cleared suit to deliver isolated muscle stimulation coordinated with personalized exercise programs. In a 20-minute training session, participants receive over 150 times more muscle contractions than a conventional workout, helping them burn calories, reduce cellulite, tone up, and build lean muscle.

Walk MS: Atlanta will feature a dynamic new experience that highlights the strength and resilience of the MS community. Participants can look forward to exciting day-of-event upgrades, a fresh look and feel, and opportunities to connect with others who share their commitment to making a difference.



"We invite individuals and teams from across Atlanta to join us for Walk MS and experience the power of community firsthand," added Pena. "Together with the National MS Society, we can create a brighter future for individuals affected by MS and move closer to our shared goal of ending this disease."

For more information about Walk MS: Atlanta and to register for the event, please visit [here](#). Interviews with the Georgia Chapter and BODY20 are available as well as photos upon request.

ABOUT BODY20:

BODY20 is a rapidly growing boutique fitness concept that leverages technology through the use of an FDA-cleared Electro-Muscle Stimulation (EMS) suit to revolutionize the way people workout and help unlock their full potential. BODY20 offers a 20-minute one-on-one workout with a certified BODY20 Coach that guides you through customized strength and cardio programs, giving your body over 150 times more muscle contractions than a conventional workout without any use of traditional gym equipment. BODY20's goal is to in just 20 minutes per week, materially impact the other 10,060 minutes in the week for each and every member. To learn more about BODY20, visit [BODY20.com](#)

ABOUT Walk MS:

Everyone at Walk MS plays a powerful role in the MS community. Whether you live with MS or care about someone who does, we need you! With accessible stroller and mobility device-friendly routes, there's nothing quite like being surrounded by people sporting their best orange gear to support the MS community. You'll arrive at the finish empowered and inspired to keep moving toward a cure.

ABOUT Multiple Sclerosis:

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system. There is currently no cure for MS. Symptoms vary from person to person and range from numbness and tingling, to mobility challenges, blindness and paralysis. An estimated 1 million people live with MS in the United States. Most people are diagnosed between the ages of 20 and 50 and it affects women three times more than men.

ABOUT The National Multiple Sclerosis Society:

The National MS Society, founded in 1946, funds cutting-edge research, drives change through advocacy, and provides programs and services to help people affected by MS live their best lives. Connect to learn more and get involved: [nationalMSSociety.org](#), [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#)

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