

Move for MS Season III 2026



Table of Contents

Foreword	04
Introduction	06
Community Activation	08
Stories of Strength	10
Extending MS Awareness	18
Media and Recognition	20
Acknowledgment	22

Foreword



At the National Multiple Sclerosis Society, we recognize the important role of physical activity in supporting wellbeing and strengthening connection. Through initiatives like Move for MS, we champion movement as a way to encourage participation, strengthen visibility, and increase awareness.

We brought this commitment into action through our participation in the Open Masters Games Abu Dhabi 2026, where people living with MS were represented on a global stage alongside a diverse international community. This was further reinforced through our partnership with ADQ, which engaged wider audiences via a step challenge on the STEPPI app, encouraging everyday movement in support of MS awareness.

Together, our efforts reflect a growing shift towards more inclusive, visible, and community-driven engagement around MS. We are proud to continue working alongside our partners to expand this impact and create meaningful opportunities for people living with MS.

MARAL ALEXANDRIAN

Acting Executive Director

National Multiple Sclerosis Society

Introduction

Move for MS, now in its third edition, reflects NMSS's ongoing commitment to supporting the lives of people living with MS while advancing research and care through dedicated fundraising efforts.

This initiative has continued to bring together individuals, organizations, and communities through a range of activations and partnerships, strengthening awareness and contributing to a more informed and inclusive understanding of MS.

₺180K+

Raised in support of the MS community



15K+

Community members reached



35M+

Steps taken



28M+

Kilometers moved





Community Activation

This activation positioned NMSS at the intersection of community engagement, advocacy, and wellbeing.



Open Masters Games Abu Dhabi 2026

As part of the third edition of Move for MS, NMSS participated in the Open Masters Games Abu Dhabi (OMGAD) 2026 serving as the flagship activation for the year. In line with NMSS's mission, the focus of this event extended beyond competition, emphasizing movement as a way to support wellbeing, and creating more inclusive spaces.

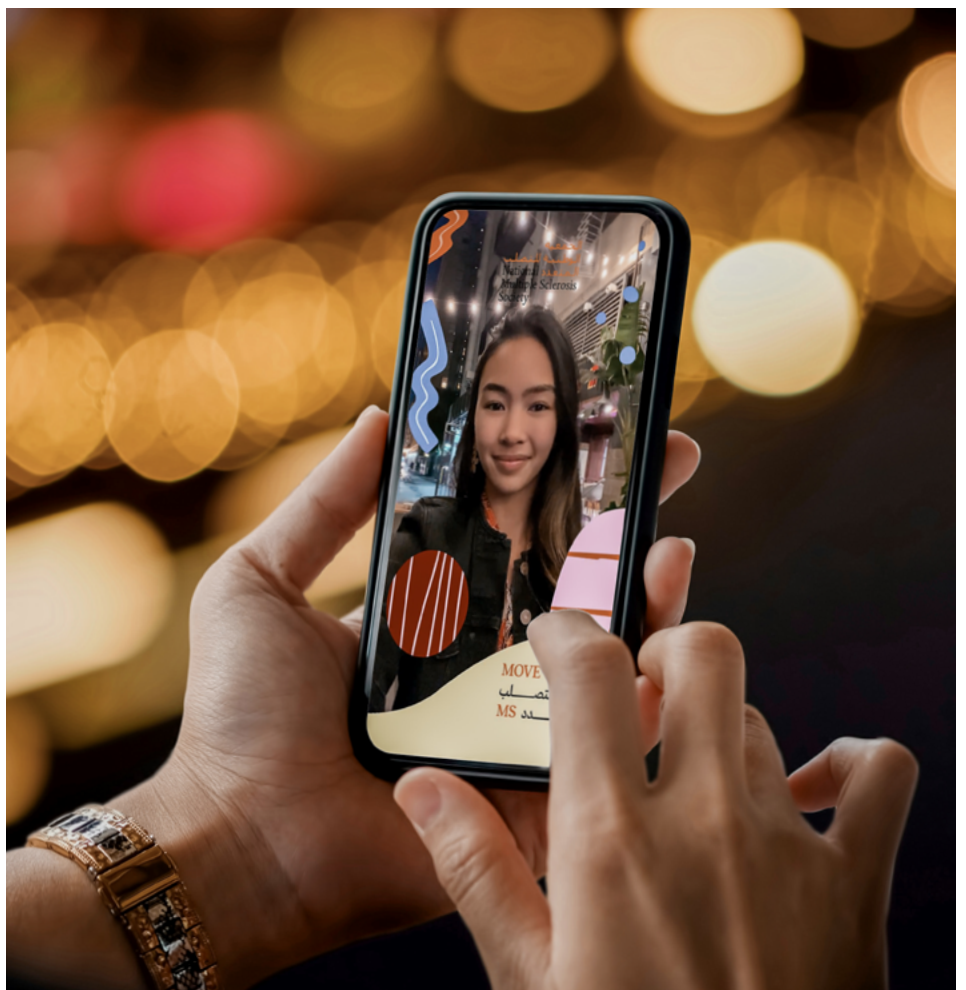
NMSS was represented through the Masters of Strength team at the competitions and an activation at the Games community hub. Through this participation, NMSS created space for dialogue and personal storytelling, empowering people living with MS to challenge themselves and participate.

Snapchat

For the second consecutive year, Snap Inc. partnered with NMSS to introduce an interactive lens at the Open Masters Games Abu Dhabi, inspired by the Masters of Strength team.

The lens encouraged visitors on the ground to capture and document their experience, creating moments that were both personal and easily shareable.

Beyond the event, the lens extended participation and support to the wider community, encouraging people to share their everyday movement, helping raise awareness of MS and inspiring others to take part.



Stories of Strength

The Masters of Strength Team brought together people living with MS and advocates, reflecting a shared commitment to representing the MS community. Over four months of training and preparation, each member dedicated time and effort to compete across cycling, swimming, and running.

Their involvement extended beyond sport, embracing a space to share experiences and encourage participation in movement in all its forms.



Ameera Aljaberi

Emirati, Person Living with MS

SWIMMING

Since her diagnosis in 2016, Ameera has made a conscious decision not to let MS define what she can or cannot do. Instead, she has committed to challenging perceptions through her own actions, using movement to show what is still possible.

For Ameera, taking part is about setting an example to prove that MS does not limit ambition, and that strength is found in continuing to show up despite challenges.

“I felt truly proud to be part of the Games, it was an experience that gave me a renewed sense of motivation and a clear goal to keep staying active.”

100M

FREESTYLE



Marie Meillaud

French, Person Living with MS

SWIMMING

Marie was diagnosed with MS over a decade ago, at a time when answers and support were limited.

Years later, Marie set herself a goal of learning how to swim from scratch, using it as a way to challenge herself and prove that she can still achieve anything she sets her mind to. Early morning training became part of her routine, offering a renewed connection to her strength and a sense of personal achievement.

“Being part of the Masters of Strength has been a truly transformative life and family experience.

It was much more than a swimming competition, it was about reaching a goal with humility, strength, resilience, and perseverance, and proving that living with MS should never define your limits! I would sign up to do it all again today.”

50M

FREESTYLE

50M

BREASTSTROKE

100M

FREESTYLE



Sirik Deurloo

French, MS Advocate

SWIMMING

Sirik's journey with MS began when his wife, Marie, was diagnosed, taking on the role of caregiver. That experience reshaped his understanding of resilience and support.

Through swimming and other forms of movement, he found space to reset, while continuing to stand alongside Marie and advocate for the MS community.

“Taking part in the Open Masters Games with the Masters of Strength was an incredible experience, far beyond anything I had imagined.

I am extremely proud of my wife, my children, and, of course, thankful to NMSS for giving us this wonderful opportunity.”

50M

FREESTYLE

50M

BREASTSTROKE

100M

FREESTYLE



Deborah Dunne

Irish, Person Living with MS

CYCLING

Diagnosed at 24 while training to become a teacher, Deborah remembers thinking her plans for the future might be jeopardized. Instead, that moment pushed her to take control, building a routine around staying active that continues to support her care today.

Cycling has become part of how she maintains her independence, showing that life with MS can still be shaped on your own terms.

“Being part of Masters of Strength has been such a powerful experience.

It gave me confidence, purpose and the chance to represent the MS community through movement, while being supported by an incredibly encouraging team at NMSS.”

40KM

CYCLING ROAD RACE



Mohammed Al Harbi

Emirati, Person Living with MS

CYCLING

Mohammed's journey with MS began with early changes in sensation, gradually shaping his understanding of the condition.

For him, movement offers a sense of control and balance, while also helping bring visibility to the often-invisible nature of MS. As an avid cyclist, Mohammed feels the sport represents both meditation and momentum: a reminder that he remains in control of his body and his mindset.

“My experience was truly rewarding, being part of this team not only motivated me to perform at my best but also made the experience meaningful and unforgettable.”

80KM

CYCLING ROAD RACE



Leen Almasood

Palestinian, MS Advocate

RUNNING

Born and raised in Abu Dhabi, Leen has built her career around creating programs that support communities across health and inclusion.

Her passion to advocate for MS comes from that same commitment to impact. Competing reflected her belief that awareness is not limited to lived experience but grows through collective action and shared responsibility.

“Joining Masters of Strength shifted my mindset, running not just for myself, but for something that truly matters.

The team’s support and energy created a space where we could all push our limits and uplift one another every step of the way.”

21KM

HALF MARATHON



Mohamed Selim

Egyptian, Person Living with MS

RUNNING

A biomedical engineer, Mohamed self-discovered his MS during an MRI installation project, choosing to scan himself and unexpectedly finding early signs of the condition. Physical activity has become a core pillar of his well-being. For Mohamed, movement represents a reminder that life with MS can be active, ambitious, and full of purpose.

“Being part of the Masters of Strength gave me confidence and a sense of purpose, it made me proud to represent the MS community and show that we can still challenge ourselves and stay active.”

2.5KM

ROAD RACE



Extending MS Awareness



STEPPI Challenge with ADQ

NMSS partnered with ADQ and STEPPI to deliver a step challenge that extended awareness of MS into the workplace, encouraging employees to track their daily steps in support of the MS community.

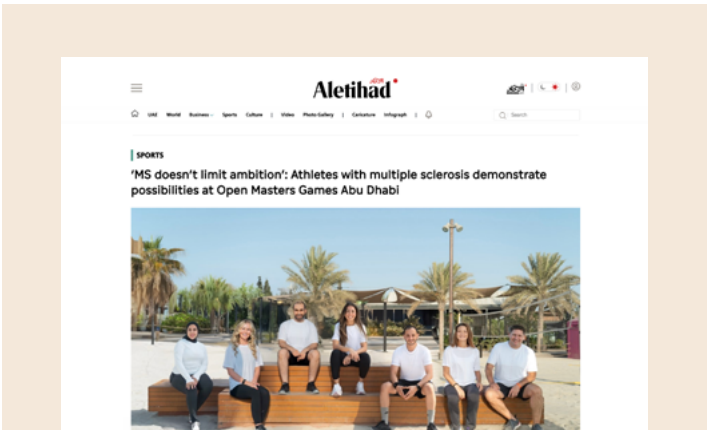
This year, in line with the Year of the Family, the challenge also encouraged employees to invite their family members to take part by tracking their daily movement in support of MS awareness.

By engaging ADQ internal staff and their families, the challenge brought new audiences into the conversation, with each step reinforcing that awareness is not limited to those directly affected but grows through broader community participation.

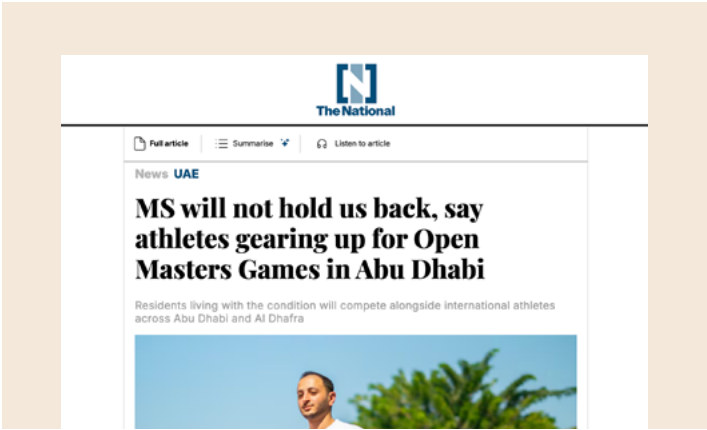


Media and Recognition

ALETIHAD NEWS CENTER



THE NATIONAL



NMSS's participation at OMGAD generated strong media coverage across top-tier titles, amplifying the voices of the Masters of Strength team and extending campaign reach beyond the event.

Through a series of interviews, participants inspired others, highlighting the dedication behind their involvement and encouraging greater understanding of MS across the community.

YALLA ABU DHABI



DUBAI ONE TV



Contributors and Acknowledgments

We extend our sincere appreciation to our partners and collaborators, including ADQ, Open Masters Games Abu Dhabi 2026, Snap Inc., STEPPI, SQUATWOLF, and Fruitful Day, for their support in helping Move for MS reach wider audiences and remain engaging and community-centric.

A special thank you to the Masters of Strength team for their commitment and for challenging themselves throughout this journey. Their dedication has inspired many and brought the message of Move for MS to life.

PROGRAM PARTNERS



COMMUNITY PARTNERS





