



**IMMEDIATE RELEASE**  
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## **TRUE LINKSWEAR ANNOUNCES COLLABORATION WITH NATIONAL MS SOCIETY**

(Tacoma, WA) – **TRUE linkswear** announced today a collaboration with the National Multiple Sclerosis Society (MS Society) on a custom pair of Knit golf shoes. Each pair will feature a warm charcoal colorway along with an embroidered orange ribbon to represent MS awareness and with a custom #MSSTRONG insert. TRUE pledges to donate \$30 per pair sold back to the organization and participate in the annual South Sound Walk MS in Tacoma, WA on April 13<sup>th</sup>, 2019. This one-of-a-kind shoe will be produced in limited quantities that will be made available to the public on March 26, 2019. In addition to donating \$30 per pair sold, TRUE will also be collecting additional donations via their Walk MS page available on the official MS Society site ([http://main.nationalmssociety.org/goto/true\\_linkswear](http://main.nationalmssociety.org/goto/true_linkswear)). *"Our entire mission, as an organization, is to Enjoy the Walk" stated Jason Moore, TRUE President/Partner. "Multiple Sclerosis is a disease that immediately impacts someone's ability to walk and goes against our mission. Naturally, we wanted to help and came up with the idea of a custom shoe."* TRUE worked hand-in-hand with the Greater Northwest Chapter of the MS Society on the design, development, and production of the MS Knit. *"Multiple Sclerosis is a disease that impacts over 2.3 million people worldwide. We're extremely grateful and fortunate that TRUE joined us on our mission to raise awareness and generate attention toward a disease that severely impacts one's quality of life"* mentioned Eric Ford, Walk MS Manager of the Greater Northwest Chapter.

**Media Kit:** (<https://www.dropbox.com/sh/3jx1btjuqm4zl5o/AAA4tueP3oV0mdgyDP0qsbxGa?dl=0>)

**TRUE MS Knit Page** (<http://www.truelinkswear.com/true-knit-ms-strong/>)

### **About the National MS Society**

The National Multiple Sclerosis Society exists because there are people with MS. Our vision is a world free of MS. Everything we do is focused so that people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. We are more than an organization. We are a movement. United in our collective power to do something about MS now and end this disease forever. The gathering place for people with MS, their family and loved ones, healthcare providers, volunteers, donors, fundraisers, advocates, community leaders and all those that seek a world free of MS. A place to connect and take action. In order to change the world, we mobilize all possible human and financial resources to achieve results.

Learn more at <https://www.nationalmssociety.org/>

### **About TRUE linkswear**

TRUE crafts naturally comfortable gear ready to perform from the links to the streets. As a collective we aim to inspire each other to achieve camaraderie, wellness and purpose in the pursuit of par.

Learn more at <https://www.truelinkswear.com> and engage with us at:



### **CONTACT INFORMATION:**

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