

## [Behind the video: We Believe](#)



### **Explore the creation of the Society’s newest “We Believe” video.**

Imagine a large nondescript industrial space in Los Angeles suddenly come to life: Crews building bedroom, bathroom and dining room sets, hauling in camera equipment, setting up lighting. All preparing to film scenes of 14 people from all walks of life with one thing in common: they all live with MS.

“When I read the first draft of the script, I immediately imagined a powerful piece where people with MS would deliver the statements to really emphasize the point that ‘We are a movement by and for people with MS’,” says Mark Serraton, the Society’s creative director. “I really wanted everyone to see themselves in this video no matter who they are, so we assembled a large cast of people of different ages, ethnic backgrounds and stages of MS.”

Tom Teller, the director of Frame 48, the production company that shot the “We Believe” video, has a personal stake in the project. He’s the grandson of Don Tykeson, who pioneered the Tykeson MS Fellows Conference. The Tykeson MS Fellows Conference is a forum which brings research and clinical trainees of the National MS Society, MS International Federation and MS Society of Canada together with senior scientists to share ideas and commit to keeping MS research at the forefront of their careers. Because of Tom’s relationship with his grandfather and the MS movement, he brings a unique passion and creativity to this video.

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“We wanted the hope of our movement to be symbolized by the use of beautiful light and

through the music, which carried a swagger,” Serratoni says. “What makes this video different from some of the others we have done in the past is that it feels really energetic and enthusiastic, and we hope it inspires people to join our movement.”

## **We believe**

We are a movement by and for people affected by multiple sclerosis. Until we end this disease forever, we will do whatever it takes to accelerate breakthroughs.

### **We believe**

That we are stronger together.

That nobody should face MS alone.

We will be by your side every step of your journey—from day one.

We'll be your partner through the challenges, sharing ideas and finding solutions.

### **We believe**

That people live better lives when they feel understood and supported.

It's hard to hear, “but you look so good!” when you feel anything but—or to feel like MS is the only thing people see.

We will be there for your loved ones so they can be there for you.

We'll shine a light on what it means to live with MS until the rest of the world understands.

### **We believe**

That everyone deserves affordable medications, a doctor who knows MS and a healthcare system that puts you first.

You should never have to choose between paying your bills and getting the care you need.

We will make sure your voice is heard, loud and clear.

We'll be your champion from the halls of Congress to city hall.

### **We believe**

That you should be able to plan for the next 10 years—even the next 10 minutes—without MS getting in the way.

Complex problems take many solutions coming together in just the right way.

We will be there to help you piece it all together.

We'll work every day so you can get what you want from life, even while living with this disease.

### **We believe**

That no one else should face the fear and uncertainty of an MS diagnosis—and that those who have MS should get back what they've lost.

Curing this disease takes a global effort.

We will fund the most promising leads and gather the brightest minds to find a cure as fast as possible.

We'll be unrelenting until the very end.

**We believe**

That we all have something to contribute—whether it's time, money, connections or sheer passion.

There is strength in numbers.

We are calling on you to join us.

Find your place in this movement. We need you. **Together, we will create a world free of MS.**

**Web Exclusive**

[Download the "We Believe" pledge in PDF format.](#)