



Parkinson Society Central & Northern Ontario

Société Parkinson du Centre et du Nord de l'Ontario

In Partnership with Parkinson Society Canada

Pedaling for Parkinson's Founders Receive Parkinson Society Central & Northern Ontario's Derek Curwen Award

Parry Sound, May 29, 2014: Peter Istvan and David Newall, the founders of Pedaling for Parkinson's, have been granted the prestigious Derek Curwen Award by Parkinson Society Central & Northern Ontario.

This award, in Derek Curwen's memory, is presented to volunteers who exemplify his fundraising expertise, ability to inspire and lead others, and whole hearted support of Parkinson Society Central and Northern Ontario's mission.

"We are pleased to give this award to Peter and David. Their dedication to the cause, eagerness to help and contribution to Parkinson Society is commendable and truly inspiring," says Debbie Davis, Chief Executive Officer, Parkinson Society Central & Northern Ontario. "We sincerely appreciate all their hard work. Needless to say, it is with the support of such amazing volunteers that we are able to help the Parkinson's community."

Pedaling for Parkinson's takes place July 11-13, 2014. Participants will ride bicycles across Parry Sound while raising awareness and funds for research to help make a difference in the lives of those affected by Parkinson's. As a result of the success of the rides, Parkinson Society created a Pedaling for Parkinson's Research Grant. 100% of all funds raised during the event go towards this grant.

"We are honoured to receive this award, however, Pedaling for Parkinson's has only been successful because of the tremendous support we have received from Parkinson Society, sponsors, community partners, donors, many volunteers and of course, our riders," says David.

The first year of the event was a huge success, raising over \$18,000 in 2011. In 2012, Pedaling for Parkinson's raised over \$54,000 and in 2013, over \$100,000 was raised. The event continues to grow in 2014 with the launch of a new brand effort and website.

"We are thrilled and our motivation and inspiration comes from the many meaningful ways that the ride has helped make a difference in the lives of people and families affected by Parkinson's," says Peter.

In addition to their fundraising efforts, they have become connected to the Parkinson community in general – hosting education events in the Parry Sound area for two years running and actively engaging with Parkinson stakeholders on social media.

David and Peter have both been affected by Parkinson's. David's father and a close friend of Peter's were diagnosed with the neurodegenerative disease.

For more information about Pedaling for Parkinson's, please visit www.pedalingforparkinsons.ca.

About Parkinson Society Central & Northern Ontario

Parkinson Society Central & Northern Ontario contributes to the National Research Program while regionally offering support services, information and specialized programs to ease the burden for those living with this chronic, degenerative neurological disorder.

The Central and Northern Ontario region covers a large geographic area from St. Catharines to Kingston and then north to include all of Northern Ontario. There are over 50 chapters and support groups throughout the region to support people affected by Parkinson's.

Media Contact

Alineh Haidery
Communications Coordinator, Ontario
www.parkinsoncno.ca
1-800-565-3000 ext. 3318 | alineh.haidery@parkinson.ca