



## News Release

### **Parkinson Canada celebrates Parkinson SuperWalk milestone; Everyday Heroes across the county**

**CITY, PROVINCE, DATE** – Communities across Canada rallied in support of people living with Parkinson’s and in search of a cure this **past September/weekend/weekend of**. 4,000 fundraising walkers and over 10,000 participants came together to raise over \$2 million. People living with Parkinson’s were joined by family and friends, healthcare professionals, dedicated volunteers, and researchers across the country. Residents of **Name of community** contributed heavily to the success of the 27<sup>th</sup> annual Parkinson SuperWalk; an event which has raised over \$37 million since the first walk in 1990.

“The Parkinson community is an epitome of resilience; this was on full display once again this year at SuperWalk. Community members came together and showed that they won’t let Parkinson’s beat them,” says Jon Collins, Associate Director Events and Partnerships. “The funds they raised will help people with Parkinson’s live well through increased support, education, advocacy, and most importantly research for a cure.”

This year, Parkinson Canada is taking a moment after the walk to shine a light on Everyday Heroes across the country who showcase that resiliency and strength of spirit in their daily lives. Toronto’s Blake Bell was named the National Hero for 2016 for those reasons, and in 2017 the organization acknowledged Wadena, Saskatchewan’s Ardyce Glessing.

“Some days doing the best we can will fall short of what we would like to do. We must not dwell on what we can’t do and be thankful for what we can. You may see me struggle but you will never see me quit, we must keep going! To me, that is the key to living well with Parkinson’s”, says Ardyce.

To mark this year’s landmark fundraising total and in the spirit of “shining a light” on the accomplishment, and on heroes like Blake and Ardyce across the country, the CN Tower will be lit in

SuperWalk's Blue and Red starting at Dusk on Wednesday, September 13. Join us and this Canadian Institution in celebrating everyday heroes and extraordinary hope for a future without Parkinson's.

Parkinson's affects over 100,000 Canadians, a number expected to increase substantially in the coming years, with **25 Canadians diagnosed each day**. While the 27<sup>th</sup> Parkinson SuperWalk was a resounding success, continued support is needed in order to achieve a world without Parkinson's, so that one day Canadians will no longer be told that they have Parkinson's.

### **About Parkinson SuperWalk**

Parkinson SuperWalk provides the opportunity for participants to raise funds and awareness on behalf of all Canadians living with Parkinson's. The national sponsor for 2017 is Burnbrae Farms. Since 1990, Parkinson SuperWalk has raised more than \$37 million, which is invested in communities across Canada to provide support services, education and advocacy for people affected by Parkinson's and for Parkinson's research into improving treatments and finding a cure.

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