

Bucket lists the new way to give for National Volunteer Week

Parkinson Canada is providing experiences for those looking for the thrill of giving back

(TORONTO, ON, April 12, 2016) – Parkinson Canada released results today that show 63 per cent of Ontario Millennials prioritize new experiences over career and personal ambitions such as being physically attractive or having a busy social life. To respond to their desires, Parkinson Canada is asking Ontarians to take the leap and sign up for the Life Lists Challenge this [National Volunteer Week](#).

Nine in ten Millennials in Ontario indicated that helping others was important to them. This volunteer week, Parkinson Canada invites you to consider something a little more adventurous. Ontario Millennials place a higher value on new experiences than the Canada-wide national average.

“The majority of Ontario Millennials crave new experiences,” said Jon Collins, Senior Manager, Events and Partnerships at Parkinson Canada. “We are asking Ontarians to commit to making a difference by experiencing something new with the Life Lists Challenge.”

Three out of four Ontario Millennials said they would likely donate to a charity if asked by a friend or acquaintance. More than half would also donate more to a friend or acquaintance if it was through a fundraising event.

“Ultimately, Millennials want to give, but they want to give differently,” added Jon Collins. “Their parents wrote cheques, but Millennials prefer to give through experiences.”

It takes a community to support a person living with Parkinson’s. This April, Parkinson Canada is inviting supporters to experience a new thrill by tackling their own respective bucket lists. Individuals and teams will raise money for Parkinson’s from their circle of family and friends, or by hosting events, while paired with a person living with the disease who offers inspiration and coaching.

Life List Challenge events include skydiving, bungee jumping, zip lining, indoor skydiving, car lapping, hot air ballooning or an experience of one’s choosing. The events are scheduled for May 7, 14 and 15, 2016 in various Ontario locations. Parkinson Canada is calling on Ontarians to live out their adventure experience and commit to the [Life Lists Challenge](#).

Money raised through donations will help fund Parkinson's research and support services offered by Parkinson Canada.

About Parkinson Canada

Parkinson Canada is the national voice of Canadians living with Parkinson's, a degenerative brain disease. From diagnosis to discovery, Parkinson Canada provides education, support, and advocacy on behalf of more than 100,000 Canadians living with Parkinson's every day and the health professionals who serve them. Each day, more than 10 Canadians are diagnosed with Parkinson's and by 2031, the Parkinson's population in Canada will double.

Parkinson Canada funds innovative research on the progression, diagnosis and treatment of Parkinson's, with a cure the ultimate goal. Parkinson Canada is an Imagine Canada accredited organization. parkinson.ca.

Life Lists Challenge is a new campaign, made possible by the generous support of Angus Reid Forum, Advanis, APEX Public Relations, ruckus digital and AOL Canada.

Survey Methodology

*From December 21 to December 24, 2015, Parkinson Canada conducted an online survey of 1,082 randomly selected Canadian adults who are Angus Reid Forum panelists. 281 are aged 18 to 34 and 392 are aged 35-54. The margin of error for each sample group - which measures sampling variability - is +/- 3.1 per cent, 19 times out of 20. Discrepancies in or between totals are due to rounding.

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LifeListsChallenge.ca #ChallengeAccepted

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