

This Leap Day, commit to taking a flying leap

Parkinson Canada calls on Ontarians to literally take a leap by living out a life experience

(TORONTO, ON, February 23, 2016) – Research released earlier this month by Parkinson Canada revealed that 33 per cent of Ontario Millennials have adventure experiences on their life lists. Further findings released today indicate that only one in two Millennials have actually had an adventure experience like skydiving, bungee jumping or scuba diving.

“Leap Day is a gift of an extra 24 hours that happens only once every four years,” said Jon Collins, Senior Manager, Events and Partnerships at Parkinson Canada. “We’re calling on all Ontarians to focus that extra time this year by starting a new tradition by committing to take a flying leap from a plane, bungee platform or tackle another activity of their choice.”

Today until #ChallengeAccepted Life List events in May 2016, Ontarians are dared by Parkinson Canada to live out their adventure experiences by committing to the [Life Lists Challenge](#).

What are the adventure experiences that Canadians’ have already tackled?

- **Ziplining: 17%**
- **Long distance running: 10%**
- **Scuba diving: 10%**
- **Hiking a famous destination: 7%**
- **Hot air ballooning: 6%**
- **Closed track car racing: 5%**
- **Bungee jumping: 4%**
- **Long distance bike racing 3%**

Committing to a personal challenge will start a participant on their new life adventure, which includes soliciting donations or by hosting events, all to raise money for Parkinson’s with encouragement from an individual partner living with the condition.



Proceeds fund research to expand knowledge on progression, diagnosis and treatment of Parkinson's, and other vital programs and services offered by Parkinson Canada. #ChallengeAccepted Life List events are scheduled for May 7, 14 and 15, 2016 in various Ontario locations.

LifeListsChallenge.ca #ChallengeAccepted

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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.

Life Lists Challenge is a 2016 fundraising project, made possible by the generous support of Angus Reid Forum, Advanis, APEX Public Relations, ruckus digital and AOL Canada.

Parkinson Canada is an Imagine Canada accredited organization. www.parkinson.ca

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.



