

FOR IMMEDIATE RELEASE

WALK the BLOCK for Parkinson's is around the corner!

Southwestern Ontario, (**DATE**) - In just two weeks' time, participants all over Southwestern Ontario will **Walk for Parkinson's** on September 11th and 12th. Participants have been fundraising over the summer and plan to walk to raise funds and awareness for Parkinson's Disease. All funds raised through the walk stay local, supporting programming for over 10,000 people with Parkinson's Disease.

You likely know someone with Parkinson's Disease (PD). 25 people are diagnosed in Canada every day. Primary symptoms include: tremors, rigidity, slow movement, postural instability, and sleep disturbance. Many also experience depression, anxiety, dementia, memory problems and difficulty communicating. Young Onset Parkinson's Disease is on the rise with an estimated 5-10% of people diagnosed being under age 40. By 2030 the number of people with PD is expected to double.



"We had such a great year last year and raised over \$460,000" shares Shelley Rivard, CEO, Parkinson Society Southwestern Ontario. "On the heels of a successful year, we had originally set our target to raise \$485,000. This year so far, we're sitting around \$80,000 and hope to be able to reach \$300,000. We know it's a tough year for everyone – but we want the community to know that the needs of people living with Parkinson's have not diminished through this time. In fact, they've become greater" explained Rivard. "We are so thankful for everyone who is jumping on board and putting their best foot forward for Parkinson's Disease this year" thanks Rivard.

If you want to **WALK for Parkinson's**, you can register online now as an individual or a team, in preparation for the walk September 11th and 12th. Online registrations and donations are encouraged, but the organization will be able to accept cash and cheque donations as well. For more information, to register or to donate, go to www.walkforpd.ca

For more information, contact:

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Impact Videos

[Walk the Block Promo Video](#)
[Gary – An Unstoppable Member](#)
[Staying Positive While Living with Parkinson's](#)
[HOPE – Living with Parkinson's](#)
[Describing Parkinson's](#)
[PSSO Testimonial](#)