

FOR IMMEDIATE RELEASE

#MoreThanATremor: Unmasking the Faces of Parkinson's Disease

Vancouver, BC – March 28, 2024 – In observance of Parkinson's Awareness Month this April, Parkinson Society British Columbia (PSBC) is highlighting the diverse experiences of the 17,500 British Columbians living with Parkinson's disease (PD). The campaign, #MoreThanATremor, confronts prevalent misconceptions of the disorder, including the false perception that it solely affects the elderly.

The symptoms of Parkinson's disease extend beyond the widely recognized tremor, including manifestations such as dyskinesia (involuntary movements), bradykinesia (slowness of movements), sleep disturbances, cognitive issues, communication and swallowing concerns, and emotional challenges. The variety and severity of these symptoms underscores the individualized nature of the disease.

To foster understanding and empathy, PSBC is releasing a series of videos this April, documenting the lives of three individuals affected by Parkinson's. "Through these stories, we aim to reduce stigmatization and misconceptions surrounding Parkinson's disease. Each person's experience with PD is unique, and it's crucial to recognize this diversity to foster a community of empathy and support. Misunderstandings about the condition can lead to distress and isolation for those affected. It's time for change, to ensure every person with Parkinson's feels seen, understood, and supported," says Jean Blake, Chief Executive Officer of Parkinson Society British Columbia.

PSBC also proudly participates in the global *Spark the Night* campaign spearheaded by the PD Avengers. On World Parkinson's Day, April 11, over 25 landmarks across British Columbia will illuminate in blue to raise awareness of Parkinson's disease.

The rising incidence of Parkinson's, expected to double by 2040, underscores the critical need for heightened awareness and education. PSBC remains committed to supporting individuals, and their families, affected by Parkinson's.

This April, we encourage you to participate in the #MoreThanATremor campaign by sharing stories and learning from others to amplify the understanding of Parkinson's disease. Visit www.parkinson.bc.ca/awareness for more information and to view the video series.

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