

#PDANDME campaign seeks to improve understanding of neurological condition during Parkinson's Awareness Month

Vancouver, BC – March 12, 2018 – Approximately 13,000 British Columbians have been diagnosed with Parkinson's disease (PD), making it the second most common neurodegenerative disorder after Alzheimer's. While most people have heard of Parkinson's disease, the breadth of symptoms experienced and ripple effect the condition has on family, friends and the healthcare system, is lesser understood.

This April, in recognition of Parkinson's Awareness Month, Parkinson Society British Columbia (PSBC) is encouraging individuals to share their experiences with the disease through the **#PDANDME** (PD and Me) campaign. The hope is that sharing these stories will promote a better understanding of the impact, complexity and diversity of Parkinson's disease.

For Vancouver resident Richard Mayede, age 49, Parkinson's has not prevented him from pursuing his passions, but he acknowledges that occasional 'freezing' episodes can be frustrating and disruptive. Freezing is a common symptom of Parkinson's disease that is described as feeling like your feet are glued or magnetized to the ground. It can last a few seconds to a few minutes. Living with the unpredictability of these freezing episodes can be dangerous and anxiety-provoking. Richard explains, *"it's not that my brain stops working, it's just that sometimes I can't get my limbs to move."*

Like many others living with Parkinson's disease across BC, Richard is sharing his Parkinson's story this April. Parkinson Society British Columbia invites you to do the same. You can join the province-wide awareness campaign by sharing your Parkinson's story on social media using the hashtag **#PDANDME**. For more information on how you can participate, and other activities taking place for Parkinson's Awareness Month, please visit: www.parkinson.bc.ca/pdandme.

About Parkinson Society British Columbia

Established in 1969, Parkinson Society British Columbia acts as the voice of British Columbians affected by Parkinson's disease. Our purpose is to ease the burden through advocacy, education and support services, while pursuing the search for a cure by investing in promising research. The Society receives no government funding and is supported entirely by the generosity of individual donors, corporations, foundations and the dedicated efforts of volunteers.

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