



For immediate release

Local heroes join forces to fight Parkinson's disease at Parkinson SuperWalk

Kelowna, BC, Friday, August 12, 2016 – This September, family, friends and co-workers are teaming up for Parkinson SuperWalk to inspire hope for over 13,300 British Columbians living with Parkinson's disease. This year marks the 21st anniversary of the event taking place in British Columbia, with over 20 communities participating. Registered walkers will exercise their superpowers by generating awareness of the disease and helping to raise funds for valuable education, resources, support services and research. You can help make a difference by joining our community heroes on Saturday, September 10 at 10:00am at Waterfront Park/Concession Plaza.

Parkinson Society British Columbia (PSBC) is committed to helping those affected by Parkinson's disease live well. Research has shown that exercise plays an important role in helping to manage the symptoms of the disease. As a result, the Society has invested significant resources in training professionals to lead Parkinson's specific exercise programming in communities across the province. In 2015, the Society doubled their programming over the previous year, including introducing webinar presentations to expand their reach. "The programs and services offered by the Society are essential," says Jean Blake, CEO of PSBC. "The positive feedback we have received from the attendees of our educational sessions has often times indicated that the information shared was life altering. This is frequently the case with our communication & swallow seminars, which help to combat the loss of voice, and reduce swallowing issues that are symptoms from the disease."

As PSBC receives no government funding, the Society relies entirely on the generous donations of individuals and corporations to provide their programs & services. As the largest fundraiser of the year, Parkinson SuperWalk is integral to PSBC's operations.

At the heart of the success of SuperWalk are the participants, including Garry Toop. Garry grew up in North Delta in an artistic family of seven. As a young adult, he became passionate about a number of outdoor activities, including running, hiking, canoeing, downhill and cross country skiing. About 10 years ago, Garry was diagnosed with Parkinson's disease, which forced him to change his approach to the activities that bring him so much joy. Despite the challenges he is faced with, he says, "I believe life has so much to offer and is not a spectator sport." After moving to Kelowna, Garry became involved with the Parkinson's support group in his community, later assisting in organizing Parkinson SuperWalk. This year marks his 9th year participating in the event.

Every year, thousands of British Columbians like Garry participate in Parkinson SuperWalk. Together, through our fundraising efforts, we can continue our quest for a cure and support those touched by Parkinson's.

To donate, or find a walk and register, visit us online at <http://bit.ly/SuperWalkBC> or call 1 800 668 3330. You can also follow us on [Facebook](#) and Twitter ([@ParkinsonsBC](#)) for the latest resources and news.



Parkinson's Disease

Over 13,300 British Columbians have been diagnosed with Parkinson's disease, and due to the increase in the aging population, the number of Canadians over 40 living with Parkinson's is expected to rise 65 percent by 2031. Parkinson's not only affects those with the disease, it also affects family members and carepartners. It is the second most common neuro-degenerative disorder after Alzheimer's disease.

Parkinson Society British Columbia

Established in 1969, PSBC is a not-for-profit registered charity that exists to provide a voice for British Columbians living with Parkinson's. Its purpose is to ease the burden and find a cure for Parkinson's disease through advocacy, education, research and support services. The Society receives no government funding and is supported entirely by the generosity of individual donors and members, corporations, foundations and the dedicated efforts of volunteers.

Sponsor:



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