

FOR IMMEDIATE RELEASE

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B.C. Local Volunteer Raise Awareness for Huntington Disease (HD)

By Creating Ribbons of Hope

May is Huntington Disease Awareness Month

(Kitchener, ON) May 5, 2016 – Volunteer Barb Marshall is hard at work, hand crafting blue and purple ribbons. Earlier this year, Barb, who is suffering from Huntington disease, approached the Huntington Society of Canada (HSC), to start an awareness campaign. Her idea was simple, to create lapel ribbons for television anchors to wear during Huntington Disease Awareness month – the month of May. Barb has taken a leadership role in creating an awareness campaign called *Barb's Ribbons of Hope*. This campaign has a single focus: raise awareness regarding Juvenile Huntington disease (JHD) and Huntington disease (HD) across Canada.

To date, Marshall has made hundreds of blue and purple ribbons and has distributed them across Canada. “The more people understand the disease, the more they can accept those who are impacted and extend support,” says Marshall.

“We are so fortunate to have individuals like Barb in our community. Individuals who choose to get involved and want to make a positive impact,” says Bev Heim-Myers, Chief Executive Officer of the Huntington Society of Canada. “It takes courage to stand up for what you believe in and we are very grateful to Barb for her commitment and dedication to helping increase awareness of Huntington disease in Canada.”

The month of May is designated as Huntington Disease Awareness Month, and the Society has, in conjunction with the *Barb's Ribbons of Hope* campaign, launched their new Public Service Announcement (PSA) about Huntington disease on May 1st, 2016. To see the Society’s new PSA campaign visit www.huntingtonsociety.ca/psa-campaign.

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Huntington disease (HD) is a debilitating brain disorder that is fatal and incurable. About one in every 7,000 Canadians has HD and approximately one in every 5,500 is at-risk of developing the disease. Many more are touched by HD whether as a caregiver, a family member, or a friend. HD causes cells in specific parts of the brain to die. As the disease progresses, a person with Huntington’s become less able to manage movements, recall events, make decisions and control emotions. The disease leads to incapacitation and, eventually, death.



The **Huntington Society of Canada (HSC)** is a respected leader in the worldwide effort to end Huntington disease. HSC is the only Canadian health charity dedicated to providing help and hope for families dealing with Huntington disease across Canada.

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