

FOR IMMEDIATE RELEASE

National Media Contact:

Sobia Khan 519-749-8491 Ext. 130
skhan@huntingtonsociety.ca

Making a Difference for Families Facing Fatal Disease – One Beautiful Bloom At A Time

(Kitchener, ON) October 24, 2016 – For Halifax’s Yvette d’Entremont, orange is the colour of hope. As a dedicated amaryllis seller with the Huntington Society of Canada, Yvette is raising money for a cause that not only is symbolized through the orange petals of the a blooming amaryllis sovereign, but a cause very close to her heart: Huntington disease (HD).

She bought her first Amaryllis in 2008, after her husband, Lenny Clancey, was diagnosed with HD. The firefighter had no idea the fatal neurological disease ran in his family. “My husband was a very intelligent man. He had a very physical job,” d’Entremont recalls. “All of a sudden, he was having difficulty walking down the hallway.”

Since the Huntington Society of Canada (HSC) launched the Amaryllis campaign in 1985, it has raised more than \$5 million for research and for services which has been dedicated to helping thousands of families like d’Entremont’s who live with this neurodegenerative disorder in Canada.

After Clancey passed away last year, d’Entremont decided to step up her involvement. This year, she has ordered more than 200 kits to sell locally and further afield, tapping her network to reach people as far away as Fredericton and Truro. “It’s a very easy sell,” she explains. “You get a beautiful, brilliant orange Amaryllis to enjoy for two or three months.”

The proceeds support services for families across Canada grappling with HD and fund research into potential treatments. But for d’Entremont, the biggest reward is the opportunity to reach people who have never heard of HD and educate them about the disease.

Today, research is creating hope in the Huntington disease community like never before. Several clinical trials are testing drugs that could slow or stop the disease — and offer insights into other diseases such as Alzheimer’s, Parkinson’s and ALS as well.

The attractively packaged kits make perfect gifts. Each one includes an amaryllis bulb, cup and saucer, potting soil and instructions. Plant the bulb and you’ll enjoy stunning orange-red blooms in six to eight weeks — no green thumb required!

“Every amaryllis creates a brighter future for families facing Huntington disease,” says Jeff Hoffman, Senior Manager Development for the Huntington Society of Canada.

If you’d like to add a splash of colour to your winter — and give families much-needed hope and help — visit www.inspirehope.ca, contact the Huntington Society of Canada at 1-800-998-7398 or amaryllis@huntingtonsociety.ca.

About Huntington Disease

Huntington disease (HD) is an inherited, 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. Huntington disease is devastating for both the body and the mind. The symptoms, which may include uncontrollable jerking movements and relentless cognitive and emotional impairment, usually present between the ages of 30 and 45, and gradually worsen over the 10-25 year course of the disease. Eventually they lead to total incapacitation and death.

About the Huntington Society of Canada

The Huntington Society of Canada (HSC) is a respected leader in the worldwide effort to end Huntington disease (HD). HSC is the only national health charity dedicated to providing help and hope for families dealing with HD across Canada. HSC aspires to a world free from Huntington disease. For more information about Huntington disease and the Huntington Society of Canada visit www.huntingtonsociety.ca.

For more information contact: Sobia Khan

1-519-749-8491 ext 130 or skhan@huntingtonsociety.ca