

**FOR IMMEDIATE RELEASE**

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***Making A Difference For Ontario Families Facing Fatal Disease –  
One Beautiful Bloom At A Time***

(KITCHENER, ON) Nov. 23, 2016 - Garry Kinzie's day job is managing a manufacturing plant in Cambridge. But each fall, he spends his spare time selling Amaryllis bulbs for a cause that strikes very close to home: Huntington disease.

The incurable neurodegenerative disorder runs in his family, slowly taking away the ability to walk, speak and — ultimately — swallow. His mother is in long-term care, and Kinzie himself has inherited the fatal gene.

That's powerful motivation to take part in the Huntington Society of Canada's signature fundraiser. For more than 40 years, the Society's volunteers have been selling amaryllis bulbs across the country to fund services for families grappling with Huntington's and to support research into potential treatments.

Kinzie is one of the Society's top sellers. This year, the North Dumfries man will be criss-crossing Kitchener, Waterloo and Cambridge to deliver more than 100 Amaryllis kits. Nor will he stop there. He'll also be bringing kits to friends in Huntsville and Bracebridge, fellow cottagers in Coldwater and relatives in Tillsonberg.

Initially they dug into their pockets as a gesture of support to Kinzie and his family. However, what keeps them buying year after year are the stunning deep orange blooms. "It's a gorgeous flower," Kinzie says. "They grow so fast and so big and so colourful." Indeed, his buyers regularly send messages raving about their blooms. "You won't believe the phone calls I get or the emails or the people sending pictures," he says.

The goal of this year's campaign is to raise well over \$100,000 from coast to coast. Each attractively packaged amaryllis kit costs \$15 and contains one high-quality orange sovereign amaryllis bulb, soil, a pot and saucer, and growing instructions inside a beautiful gift box. It makes a great hostess gift or holiday present. And, of course, they support a great cause at the same time. But act quickly! Time is running out this year for you to secure your orange sovereign as we have less than 5% of our stock remaining!

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The month of November, however, carries a particular significance because it's National Amaryllis Month. During this time, not only are our volunteers hard at work selling amaryllis kits, but the Society also hosts its annual Amaryllis Photo Festival. Photos of your blooming amaryllis (on its own or accompanied with your smiling faces or furry friends) can be posted to social media with the hashtag #HSCAmaryllis or sent to [amaryllis@huntingtonsociety.ca](mailto:amaryllis@huntingtonsociety.ca). The winner will get to have their photographic masterpiece star on the HSC website!

To learn more about purchasing an amaryllis or becoming a volunteer seller, visit [www.inspirehope.ca](http://www.inspirehope.ca) or contact the Huntington Society of Canada at 1-800-998-7398 or [amaryllis@huntingtonsociety.ca](mailto:amaryllis@huntingtonsociety.ca).

- 30 -

### **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](http://www.huntingtonsociety.ca).

### **For more information contact: Sobia Khan**

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