

FOR IMMEDIATE RELEASE

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November is Amaryllis Month

(KITCHENER) November XX, 2015 – November is Amaryllis Month and the Huntington Society of Canada is celebrating bringing awareness of Huntington disease across Canada. For over 40 years, the Amaryllis bulb has been a symbol of hope. ‘Raising over \$5 million since the start of the campaign, each year, dedicated volunteers in every province across the country sell Amaryllis kits to raise awareness and inspire hope for Canadians affected by Huntington disease. This year is no exception-- hundreds of volunteers across Canada joined the Huntington Society of Canada’s annual Amaryllis Campaign to inspire hope and raise awareness.

“Every amaryllis blooming across Canada inspires hope for a world free of Huntington disease,” says Bev Everts, Amaryllis volunteer. “I am just so excited by the whole essence of the campaign. The goal is to inspire hope, and thanks to the enthusiasm and compassion of so many people, we are well on our way.”

“The funds raised through this campaign are invested in cutting edge research to find a meaningful treatment for this devastating disease and to provide support services across Canada through our Family Services program,” says Jeffrey Hoffman, HSC’s Development Manager. “We are so thankful to all of our generous volunteers who work so hard to sell over 20,000 Amaryllis bulbs each year and for all the amazing individuals who support this campaign with their purchases.”

The goal of this year’s campaign is to raise over \$100,000 from coast to coast. Each 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 holiday present. We are 95% sold thanks to our dedicated team of volunteers. If you are interested in raising awareness for Huntington disease, contact us at the Huntington Society of Canada and we’ll put you in touch with a volunteer in your area. Time is running out, they are only available until December 4, 2015.

Amaryllis - Through-out history, the amaryllis has been a symbol of success won after a struggle and is often given in recognition of a job well done. Today it has also come to symbolize pride and determination, especially for those impacted by Huntington disease.

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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.

To learn more about purchasing an Amaryllis or interviewing a volunteer seller, contact the Huntington Society of Canada at 1-800-998-7398.

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