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**Media Contacts:**

**Kaija Hutteri** 519-749-8491 ext 130

[khutteri@huntingtonsociety.ca](mailto:khutteri@huntingtonsociety.ca)

## **Taking a Pie in the Face for Huntington Disease**

*Brockville woman challenges Canadians to help cure the disease that's killing her daughter*

(KITCHENER, ON) September 10, 2014. Cindy Moore has taken a pie in the face for Huntington disease. Now, she'd like you to do the same.

Cindy's youngest daughter, Erin Wade, is dying from Huntington disease, the same fatal, inherited neurodegenerative disease that killed Erin's father and grandmother.

As a teenager, Erin was outgoing and athletic. She played rugby, had lots of friends and loved life. Today, at the age of 22, she needs a walker or wheelchair to get around. She can't shower or get dressed without help, and Cindy keeps a careful eye on her when she's eating to make sure she doesn't choke. Despite it all, Erin stays strong. "She's always got a huge smile on her face," says her mother.

The strength of many of these types of campaigns comes from grassroots initiatives, people who feel they can make a difference, people who live each and every day with diseases like Huntington disease.

There are currently no treatments for Huntington disease. But with several clinical trials in progress and more in the pipeline, Cindy is convinced that researchers will discover a treatment. To speed up that process, she's picking up a pie.

"I want to raise awareness, just to get the word out, to get donations to find a cure," Cindy explains. "Researchers feel that we're getting close to reliable treatments, but the urgency lies in educating as many people as possible."

Inspired by the wildly successful ALS ice bucket challenge and by the Huntington's "pie in the face" challenge launched in the U.S. last month, Cindy grabbed a couple of cream pies and her iPhone.

She posted the resulting video on YouTube, challenging Canadians to follow her lead, take a pie in the face and donate to the cause at [www.huntingtonsociety.ca](http://www.huntingtonsociety.ca). The response, she says, has been crazy.

"It is generous individuals, like Cindy, that lead fundraising initiatives and volunteer their time, that are the foundation of our success. Our job is to support these grassroots initiatives and support people like Cindy. Everything that we do is touched by either our leadership volunteers, research, community or youth volunteers. Our strength comes from people like Cindy believing in what we do and working with us to make a difference. We provide hope and help to the HD community and we thank Cindy, our families and volunteers for providing ongoing inspiration."

And with each new video of pie-smearing faces, Erin has one more reason to smile.

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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.

**Note to editors:**

Cindy Moore and Bev Heim-Myers are available for interviews:

Cindy Moore  
613-498-2777

Bev Heim-Myers  
519-749-8491 ext 124