

**FOR IMMEDIATE RELEASE**

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***Huntington Society of Canada’s Amaryllis Campaign Inspires Hope  
for Families Affected by Huntington Disease***

(KITCHENER) Oct. 8, 2014 – The Huntington Society of Canada’s annual Amaryllis Campaign is in full swing. Every year, dedicated volunteers in every province across the country sell Amaryllis kits to raise awareness and Inspire Hope for Canadians affected by Huntington disease.

Huntington disease (HD) is a debilitating brain disorder that is fatal and incurable. The symptoms, which may include uncontrollable jerking movements and relentless cognitive and emotional impairment, usually present between the ages of 30 and 50 and gradually worsen over the 10-25 year course of the disease. Eventually they lead to total incapacitation and death.

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 as a caregiver, family member or friend.

“Every purchase of an Amaryllis Inspires Hope for families across Canada and around the world affected by Huntington disease,” says Jim Martin, HSC’s Manager of Development. “The funds raised through this campaign are invested in cutting edge research to find a meaningful treatment for this devastating disease.”

The goal of this year’s campaign is to sell 25,000 Amaryllis kits. 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.

For almost 40 years HSC volunteers have sold Amaryllis, raising over \$5 million dollars.

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.

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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