FOR IMMEDIATE RELEASE



National Media Contact: Tiffany Nobes 1-800-998-7398 Ext. 130 tnobes@huntingtonsociety.ca

A New Milestone Reached for Huntington Disease (HD) Awareness Month!

(KITCHENER, ONTARIO) June 1, 2018 – May was Huntington Disease Awareness Month and volunteers were spreading the word, educating Canadians about the disease and how they can help the thousands of Canadian families affected by this devastating disease through several movements, including the popular campaign: Light It Up 4 HD.

Since 2015, volunteers from across Canada have been illuminating various buildings, monuments and statues during the month of May to raise the visibility of Huntington disease (HD) and Juvenile Huntington disease (JHD) in blue and purple lights.

Thanks to the enthusiasm of the HD community and volunteers, Light It Up 4 HD saw the greatest amount of participation yet with 119 sites participating worldwide. Some of the countries that participated were Scotland, Germany, Spain, Ireland, Australia, and many more.

In Alberta alone, 13 sites supported the Light It Up 4 HD campaign by using the purple and blue colors to raise awareness. As the lights were shining, volunteers were out taking pictures and sharing their stories of HD.

The achievement of 119 sites has become a milestone for the organization. The Huntington Society of Canada (HSC) wants to thank all the volunteers for all the support that was given throughout the month of May. This has been a considerable month of awareness that has come to an end but made a significant impact throughout the HD community.

For so many years, HD has been kept secret in families due to stigma and discrimination. HD Awareness Month gave families and individuals an opportunity to raise awareness, make connections, garner support from Canadians, and move forward with pride and dignity.

- 30 -

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. Huntington disease is often described as having the symptoms of Alzheimer's, Parkinson's and ALS – simultaneously. 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 find a meaningful treatment for Huntington disease. HSC is the only Canadian health charity dedicated to providing help and hope for families dealing with Huntington disease across Canada.

National Media Contact:

Tiffany Nobes 1-800-998-7398 Ext. 130 <u>tnobes@huntingtonsociety.ca</u>