

FOR IMMEDIATE RELEASE

Media Contact:

Tiffany Spencer

1-800-998-7398 Ext. 130

tspencer@huntingtonsociety.ca

Growing Hope for Huntington Disease with Amaryllis

(OTTAWA, ON) November 12, 2018 – For almost 30 years Valerie Nabb has been volunteering to sell Amaryllis flowers to raise money for families affected by Huntington disease (HD). For the past 6 years she has been the one in charge of organizing the Ottawa Chapter of the Huntington Society of Canada’s (HSC) orders and distributing them. For Nabb, selling Amaryllis is one of the easiest ways to make her contribution to the cause that directly affects her family.

“The flowers are very easy to sell,” says Nabb. “Sometimes it is hard to just ask people for money, but when you are giving them a beautiful flower in return it is easy. The Amaryllis sells itself!”

The Amaryllis is the signature flower of the Huntington Society of Canada. Volunteers sell bulb kits to raise vital funds for programs in HD research, services and education. Each year, around 20,000 amaryllis bulbs bloom coast to coast, across Canada, inspiring hope of a world free of HD. Since the sales began in 1985, HSC volunteers have raised well over five million dollars through Amaryllis sales.

All Amaryllis volunteers have their own reasons for selling and ways to sell the bulbs. “For me, selling is habit now. It is my primary commitment to HSC. But more than that, I am a gardener so the flower itself is my favourite part. Amaryllis gives me a chance to garden in the fall and winter!” says Nabb. “It is also a super convenient gift for Christmas. I give or sell a kit to everyone close to me – my neighbours, hairdresser, book club and relatives.”

If you would like to help HSC reach their goal of 20,000 amaryllis bulbs blooming coast to coast across Canada, please visit www.inspirehope.ca.

– 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 HD. HSC is the only Canadian health charity dedicated to providing help and hope for families dealing with HD across Canada. HSC aspires for a world free from Huntington disease. For more information about HD and HSC visit www.huntingtonsociety.ca.

Media Contact:

Tiffany Spencer

Communications Coordinator

1-800-998-7398 ext. 130

tspencer@huntingtonsociety.ca