

## The Amaryllis Campaign for Huntington Disease: An Annual Tradition of Hope

It is easy to see why the Huntington Society of Canada's (HSC) Amaryllis Campaign is one of the organization's most popular fundraisers. Not only do the beautiful blooms raise over \$100,000 every year, the annual tradition and the flower itself inspire hope in the Huntington disease (HD) community.

Huntington disease is a hereditary, neurodegenerative illness with physical, cognitive and emotional symptoms said to be like having ALS, Alzheimer's and Parkinson's diseases all at the same time. One in every 7,000 Canadians has HD and approximately one in every 5,500 is at-risk for developing the disease. Many more are touched by HD as a caregiver, family member, or friend. Each child of a parent with HD has a 50 per cent chance of inheriting the disease.

Since 1985, HSC volunteers have been selling the Orange Sovereign amaryllis variety each fall to fund ongoing, cutting-edge research to treat the root cause of the disease – there is no cure. Family and community provide the motivation to reach the 2021 goals of selling 25,000 bulbs; funds are also directed towards Family Services program that support individuals and families affected by HD.

Each Amaryllis is packaged in a lovely gift box containing one high-quality amaryllis bulb, growing instructions, soil, a planting pot, a plant stake and a saucer. Orders are open now until they sell out, with delivery dates across Canada from October 6 and December 15, 2021— they make great gifts for any occasion. To order an Amaryllis kit and inspire hope today, [contact \[seller's name\] at \[contact information\]](#), call the Huntington Society of Canada at 1-800-998-7398 or visit [www.inspirehope.ca](http://www.inspirehope.ca).

There is no cure, but there is hope.