

FOR IMMEDIATE RELEASE

Huntington Society of Canada’s National Amaryllis Campaign Inspires Hope

(Waterloo, ON) September 1, 2022 – Amaryllis are blooming for the Huntington Society of Canada’s (HSC) annual Amaryllis Campaign. 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, support services and education. This year, 27,000 amaryllis bulbs will bloom coast to coast across Canada, inspiring hope for a world free of HD. Since the sales began in 1985, HSC volunteers have raised more than five million dollars.

“The Amaryllis Campaign is one of most-anticipated fundraisers of the year, with many buyers eagerly awaiting the release so they can purchase bulbs for themselves or others, or to sell as part of our volunteer efforts,” says Rachel Thompson, National Director of Development for HSC. “Based on the sell-out success of the last few years, we have a new goal of 27,000 amaryllis this year, an increase of 2,000. I know that with a concentrated effort we can sell out again, with funds going to research and support for families facing Huntington disease.”

By purchasing an amaryllis, you can help support Canadians who are affected by Huntington disease. Each kit is packaged in a lovely gift box containing one high-quality Orange Sovereign bulb, growing instructions, soil, a planting pot, and a saucer. They come in cases of 12 kits and are shipped across Canada. Orders can be made at any time, with delivery dates from October 5 to December 15. These flowers make a great gift idea for any occasion and bring beautiful brightness to homes just in time for the holiday season.

If you would like to help HSC reach their goal of 27,000 amaryllis bulbs blooming coast to coast across Canada, please visit www.inspirehope.ca.

What? Huntington Society of Canada’s National Amaryllis Campaign

When? Ongoing until December 15, 2022

Where? Delivery is available across Canada. Local chapters are also selling Amaryllis across Canada; contact amaryllis@huntingtonsociety.ca for more information.

For campaign information visit www.inspirehope.ca or email amaryllis@huntingtonsociety.ca

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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. Huntington disease is often described as having the symptoms of Alzheimer’s, Parkinson’s and ALS – simultaneously. As the disease progresses, a person with HD 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.

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MEDIA ADVISORY