

Four Ways to Get Involved During April Parkinson's Disease Awareness Month

American Parkinson Disease Association Continues its Fight to *Ease the Burden – Find the Cure* for Parkinson's disease.

As Parkinson's Disease Awareness Month approaches this April, we are all reminded of why we need to continue to raise awareness and critical funds to support the estimated 1.5 million individuals and countless family members coping each day with Parkinson's disease. Every 9 minutes someone is diagnosed with Parkinson's disease and this rate is increasing exponentially as the U.S. population ages - the time to take action is now. People may question how they, as individuals, can make a lasting impact in the lives of those fighting this neurodegenerative disease. The American Parkinson Disease Association is proud to offer a few simple ways to make a difference. Visit www.apdaparkinson.org to learn more.

1. Get Active – **Walk with Optimism!**



- Participate in an **APDA Optimism Walk** near you. Join others who will collectively walk hundreds of miles this year to raise awareness of Parkinson's disease and fund APDA's mission to *Ease the Burden – Find the Cure*. The 2014 Optimism Walk campaign is open for registration and will take place in more than 25 locations including, **Boston, New York City, Seattle, Las Vegas, San Antonio, Madison, Chicago, Omaha, Hartford, Nashville, Virginia Beach, Rhode Island, South Florida** and dozens of others throughout the United States.
- Walk with TEAM APDA on Saturday, April 26 at the **Parkinson's Unity Walk** (PUW 2014) in Central Park, NYC. PUW 2014 is a grassroots organization, established in 1994 through the dedicated efforts of patients, families, support groups, and friends who were affected by Parkinson's disease. Their main goal was to raise awareness and funds for research to find a cure for Parkinson's. Over the last nineteen years, the Unity Walk has grown from 200 participants at the first event to over 10,000 participants at the 2013 Walk. Register now at www.unitywalk.org and don't forget to stop by APDA's booth #12 and say hello.

2. Learn About Parkinson's Disease – Share Information and Resources

- **APDA Parkinson's Disease Awareness Month Resources** - Show your support of our mission by **downloading these exciting new resources**:
 - a. **APDA Info-graphic**
 - b. **Parkinson's ID Card**
 - c. **Caregivers Give-a-Gift-of-Support Coupon**
 - d. **Optimism Ribbon**

- **A Word From Our Experts** – Throughout the month of April, the [APDA website](#) will feature experts in the field of Parkinson's who will share important information about how to live with Optimism in spite of their diagnosis.

3. Get Social! Join APDA for any or all the following Social Media campaigns:

- Like us on [Facebook.com/APDA.INC](https://www.facebook.com/APDA.INC) 
- Follow us on [Twitter @apdaparkinsons](https://twitter.com/apdaparkinsons) 
- **Twibbon Yourself** – Show your support for APDA by adding the [APDATwibbon](#) to your Facebook page.
- **YOPD...Looks Like Me Campaign** – This campaign asks Young Onset Parkinson's patients to post a picture of themselves on the APDA National Young Onset Center Facebook page: www.facebook.com/apdayoungparkinsons.
- **Allsup Post for a Purpose Campaign** – Allsup will donate \$1 for each of the first 1,000 people who "share" the blog by Julie Sacks, Director of the APDA National Young Onset Center, from the Allsup Facebook page: www.facebook.com/allsupinc. Keep sharing and encourage others to share and APDA could receive an additional \$3,500 grant, based on the number of shares our blog article receives.
- **Thunderclap Campaign** – Help us recognize Parkinson's Awareness Day on April 11, as we commemorate the birthday of Dr. James Parkinson who first identified Parkinson's disease in 1817 when he published "*An Essay on the Shaking Palsy*." APDA is excited to launch its first ever Thunderclap Campaign to raise awareness. More details to come April 4th!

American Parkinson Disease Association (APDA) was founded in 1961 to *Ease the Burden - Find the Cure* for Parkinson's disease. Headquartered in New York, the organization focuses its energies on research, patient services, education and raising public awareness about the disease. APDA supports eight Centers for Advanced Research, regional Information and Referral (I&R) Centers, chapters throughout the country, and support groups nationwide. Each year, APDA's Scientific Advisory Board reviews grant applications, and submits recommendations to fund researchers whose work shows promise for making scientific breakthroughs or for finding improved treatments for Parkinson's disease. APDA has raised and awarded more than \$80 million to fund research and patient services and has been a funding partner in most major PD scientific discoveries.

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