

Parkinson's campaign fights stigma through storytelling

For immediate release:

TORONTO, ON (April 1, 2025) - The classic stereotype of Parkinson's is that it impacts older, often white males, and is characterized by a tremor. The reality is that life with Parkinson's can present many symptoms, related to movement, mood, digestion and much more. And, the condition affects people from all backgrounds, genders and ages. Nearly half of the diagnoses in Canada are [women](#).

[Parkinson Canada](#) is dedicated to raising awareness and breaking the stigma during Parkinson's Awareness Month and all year long. Throughout April, Parkinson Canada will [spotlight individuals](#) from across the nation to demonstrate that Parkinson's affects people from all walks of life and doesn't adhere to a single definition.

“During Parkinson's Awareness Month, we are reminded that Parkinson's knows no boundaries. It's a condition that doesn't discriminate, and affects everyone differently,” says Karen Lee PhD, President and CEO at Parkinson Canada. “Individuals living with Parkinson's want to be recognized for who they are, not solely defined by their symptoms, challenges, or diagnosis.”

Parkinson Canada works to inspire and empower the more than 110,000 people in Canada living with Parkinson's to ‘find their swagger’ – to live boldly, unapologetically and confidently. The challenges and symptoms of Parkinson's can make it difficult for people to navigate the world without judgment or shame.

“We are dedicated to helping individuals with Parkinson's step into the world with boldness and confidence, embracing every wobble and wiggle,” says Lee. “While each journey is unique, we aim to inspire a sense of swagger - encouraging everyone to be unapologetic about the way they move through life.”

General Parkinson's facts:

- Most people diagnosed with Parkinson's are age 65 or older, but an estimated 5-20% of people with Parkinson's are diagnosed before the age of 50, which is called early onset Parkinson's.
- About 10% of Parkinson's cases are believed to be familial or genetic, meaning they are linked to inherited genes. Most cases, however, happen sporadically without a clear family history.

- Parkinson's is a complex condition where a unique combination of factors come together in its development. The most common risk factors include genetics, environmental factors (pesticides, industrial pollutants, chemical exposures, etc.), and aging.

Let your stories be heard – we are asking our community to share their stories through social media. Join the conversation and use the #ParkinsonsLooksLikeMe. Together, we can make sure that no one is limited by Parkinson's.

-30-

For media inquiries, please contact:

Emma Gostovic

Specialist, Communications

Emma.gostovic@parkinson.ca

[1-800-565-3000](tel:1-800-565-3000)

About Parkinson Canada:

At Parkinson Canada, people with Parkinson's are at the centre of everything we do. We empower the Parkinson's community through tailored programs, innovative research and raising the voice of individuals living in Canada impacted by Parkinson's. A national registered charity, Parkinson Canada fulfills its mission through the generosity of donors.

Please visit parkinson.ca, call 1-800-565-3000 or email info@parkinson.ca in English or French for more information, to get involved or to support Canadians affected by Parkinson's by making a donation.

Join the conversation, find Parkinson Canada on [Facebook](#), [X](#) and [Instagram](#).