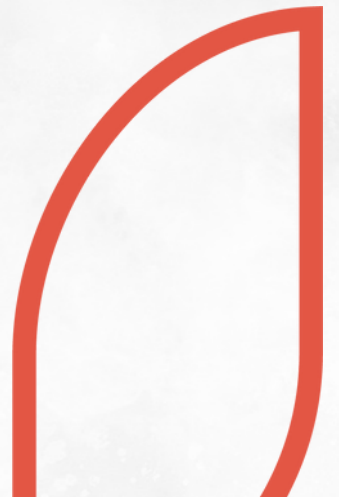


SOCIAL MEDIA TOOLKIT

APRIL 2024

PARKINSON'S AWARENESS MONTH



Overview

For everything that challenges you when living with Parkinson's, you can also gain grace, perspective, strength, and patience. You fill yourself with characteristics you didn't know you were capable of, that you didn't know humanity was capable of. **The truth is those who face Parkinson's embody resilience and strength like no other.**

This month, we want to raise important awareness of Parkinson's and its prevalence in Canada in a way that inspires and promotes how strong and resilient people living with Parkinson's are. To create a bigger impact, we have put together the following materials that can be shared on your own social media (Facebook, Instagram, LinkedIn, and Twitter/X)

If you have any questions, or need any support from us to utilize these tools, please email communications@parkinson.ca.

Sample text: Short-form

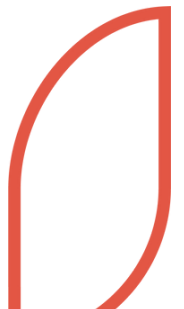
It is Parkinson's Awareness Month - follow along with Parkinson Canada as they share stories of hope, strength, and resilience throughout the month. Learn more at: parkinson.ca/PAM [#parkinsonsawarenessmonth](https://twitter.com/parkinsons) [#parkinsons](https://twitter.com/parkinsons)

During Parkinson's Awareness Month, we want to celebrate the strength and resilience of the Parkinson's community across Canada and share their stories and successes to show that living well with Parkinson's is still possible. Share your own story at parkinson.ca/PAM. [#parkinsonsawarenessmonth](https://twitter.com/parkinsonsawarenessmonth) [#parkinsons](https://twitter.com/parkinsons)

Parkinson's is a complex brain disease, and everyone's Parkinson's journey is different. More than 100,000 Canadians live with Parkinson's and more than 12,000 are diagnosed every year. Find out how you can make a difference at parkinson.ca/PAM. [#parkinsonsawarenessmonth](https://twitter.com/parkinsonsawarenessmonth) [#parkinsons](https://twitter.com/parkinsons)

At Parkinson Canada, we believe that even though people living with Parkinson's aren't living life the way they used to, they can find new ways to live a fulfilling life. Learn more at parkinson.ca/PAM. [#parkinsonsawarenessmonth](https://twitter.com/parkinsonsawarenessmonth) [#parkinsons](https://twitter.com/parkinsons)

parkinson.ca/PAM



Sample text: Long-form

Every year, the month of April is dedicated to raising awareness of Parkinson's. World Parkinson's Day is celebrated on April 11 in honour of the birthday of Dr. James Parkinson, who first identified Parkinson's disease more than 200 years ago (1817).

During this year's Parkinson's Awareness Month, we want to celebrate the strength and resilience of the Parkinson's community across Canada and share their stories and successes to show that living well with Parkinson's is still possible.

We encourage Canadians to help us raise awareness by following along on social media and visiting parkinson.ca/PAM.

#parkinsonsawarenessmonth #parkinsons

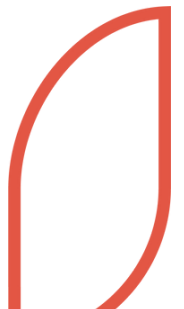
For everything that challenges you when living with Parkinson's, you can also gain grace, perspective, strength, and patience. You fill yourself with characteristics you didn't know you were capable of, that you didn't know humanity was capable of. The truth is those who face Parkinson's embody resilience and strength like no other. parkinson.ca/PAM

#parkinsonsawarenessmonth #parkinsons

We believe that even though people living with Parkinson's aren't living life the way they used to, they can find new ways to live a fulfilling life.

At Parkinson Canada, people living with Parkinson's are at the centre of everything we do. We aspire to be their "go-to" connector and coach, dedicated to improving the quality of life of everyone in Canada affected by Parkinson's. Our purpose is to inspire and empower people living with Parkinson's to thrive. Because living well is still possible. Learn more at parkinson.ca/PAM.

#parkinsonsawarenessmonth #parkinsons



Sample media: Imagery



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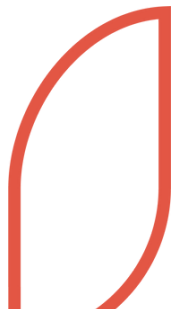
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Sample media:

Video



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