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FOR IMMEDIATE RELEASE



Huntington Society of Canada's National Amaryllis Campaign Inspires Hope

(Waterloo, ON) August 1, 2024 – 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, services and education. Each year nearly 25,000 amaryllis bulbs 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. "To date, the Amaryllis campaign has raised over 6 million dollars with funds going to research and support for families facing Huntington disease." "Alone, we are like one single Amaryllis flower. But together, we can plant seeds of change as thousands of Amaryllis bloom in the garden of hope," adds Thompson.

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, a plant stake 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 6 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 24,000 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 2, 2024

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 aspects of Parkinson disease, ALS, Alzheimer disease and schizophrenia, all at the same time. As the disease progresses, a person with Huntington's 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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