



BRIAN GRANT FOUNDATION

POWERING FORWARD WITH PARKINSON'S

MEDIA KIT

MISSION & HISTORY

The mission of The Brian Grant Foundation is to empower those impacted by Parkinson's to live active and fulfilling lives. BGF was established in 2010, following Brian's diagnosis of Parkinson's in 2008.

BGF is committed to providing those who are impacted by Parkinson's – especially those diagnosed with Young-Onset Parkinson's – with a community that fosters mutual support so that no one will feel alone. We serve as an inspirational and informational resource, helping individuals impacted by Parkinson's to live active and fulfilling lives through affordable exercise classes, wellness retreats, nutrition resources, community building, and more.

Parkinson's disease is a degenerative neurological disorder where there is a loss of cells in the brain that produce dopamine, which is a chemical messenger responsible for transmitting signals that coordinate movement. The outward signs of Parkinson's may include tremors, slowness of movement, balance problems and rigidity. A Parkinson's diagnosis can bring fear, uncertainty and doubt. It is during this vulnerable time that an individual can find comfort and hope through the support of a community.

At least one million people are living with Parkinson's in the US and every nine minutes someone receives a new diagnosis. Approximately 165 Americans are diagnosed every day with Parkinson's – an equivalent to 60,000 new people each year. Though the average age of someone diagnosed with Parkinson's is 60, people are being diagnosed at an earlier age, called Young-Onset Parkinson's. While there is hope in a cure and new treatment options for the future, it's time to rally supporters and empower the Parkinson's community to start leading fulfilling lives now.

OUR IMPACT

BGF's programs and resources empower all those impacted by Parkinson's to live active and fulfilling lives. Our Patient Advisory Council and Medical Advisory Board guide our work, to ensure our programs meet the needs of the Parkinson's community. We strive to ensure that anyone in need of these programs - no matter the geographic or financial limitations - will be able to access them to live well with the disease.



COMMUNITY

All people with Parkinson's, especially those newly diagnosed, need expert help navigating the emotional challenges they will face living with PD. Support from experts and a strong community can help a person with Parkinson's re-establish a sense of self-worth in the face of declining functional abilities. It also can help the person maintain good relationships with colleagues and family members.

In the summer of 2013, we launched our first Powering Forward Wellness Retreat for 50 people with Parkinson's and their loved ones. This retreat was specifically tailored to meet the needs of individuals that are diagnosed with Young-Onset Parkinson's. In partnership with local organizations, our Powering Forward Wellness Retreat offers interactive and hands-on exercise sessions, cooking experiences, emotional support workshops, as well as direct access to exercise, nutrition, and relationship experts. We provided experiences in the areas of yoga, meditation, exercise boot camps, as well as cooking demonstrations, community building, and relationship support.

We've also partnered with Oregon Health & Science University (OHSU) to host the 2012 and 2103 Insights and Inspirations Young On-set Symposia, which included 150 patients and their loved ones. Together we provided a day of education about Parkinson's as well as an opportunity for individuals with Young-Onset Parkinson's to build a community of support. Through the wellness retreats and educational symposia, we are able to provide in-person classes and connections to local professionals for both people with Parkinson's and their loved ones, to address their emotional well being and relationship support.

We also provide online programming and interactive social media to promote community support systems and foster relationships between people impacted by this disease and medical professionals. We are also working hard to develop resources that focus on managing relationships and health care teams.

EXERCISE

Because of the vast amount of scientific evidence that supports exercise as the only scientifically alternative therapy to manage Parkinson's symptoms, it is paramount that those with the disease begin the proper exercise regimen as soon as possible after a diagnosis.



Our exercise programs are focused specifically on designing and implementing exercise classes that are “challenging” to PD patients under the age of 60. These classes are currently being offered as Powering Forward Boot Camp classes for Parkinson’s patients through a partnership with the YMCA. Because of their generosity 500 patients have been able to attend our Powering Forward Boot Camp classes. This cutting-edge boot camp is based on scientific research and training from the renowned team at OHSU and other leading exercise experts.

Along with classes in the community, we have created online instructional exercise videos designed for those with Parkinson’s. These online tools can be used by anyone, no matter their location, and apply all of the same principles from the community exercise classes. This is a great tool for someone living in a rural area, not by a YMCA, traveling, or not comfortable with the group exercise environment.

NUTRITION

With our Medical Advisory Board members, we’ve sifted through mountains of research to provide easy to understand information about nutrition for people living with Parkinson’s. This practical information includes simple changes that can make drastic improvements in a Parkinson’s patients’ physical and emotional state. On our website you’ll find structured dietary plans, recipes and shopping lists; cooking classes and other resources are also available in the community and online, through Whole Foods Market, and other local BGF partners.

MEDIA CONTACT

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By making a gift of any size to the Brian Grant Foundation, you enable us to continue our innovative programming and provide meaningful support to patients and their loved ones. Whether you donate \$20 or \$200, we hope that you will consider giving to BGF. To make a donation, please visit briangrant.org. **DONATE NOW** to sustain the Brian Grant Foundation’s impact on the Parkinson’s Community.