



PRESS RELEASE

NBA basketball star, Brian Grant, teams up with the World Parkinson Coalition® to launch the Parkinson's Power Through Project at the All Star Game in Toronto, Canada.

Former NBA player Brian Grant, who was diagnosed with young onset Parkinson's disease (PD) at age 36, leads a new project to motivate people with PD to get physical. Grant established the Brian Grant Foundation in 2010 to provide exercise and nutrition programs for people with PD to live their best quality of life now. He has partnered with the World Parkinson Coalition (WPC) to educate on the importance of exercise when living with PD.

The NBA is set to announce the project during the NBA All Star Weekend in Toronto next month. Brian Grant will be hosting a MOB workout for people with PD on Saturday, February 13th, from 5-6pm at NBA Centre Court. A MOB workout is an exercise event created to unite the community and educate on how exercise is the most offensive weapon to fight against symptoms from PD. Venue - Enercare Center I 100 Princes Blvd I Toronto, Canada M6K 3C3

"The PTP gives the PD community a culture that is similar to what I experienced during my career in the NBA. My teammates and I were able to overcome great odds by dedicating our commitment to a culture of support, exercise, attitude, and education. I believe these same characteristics can build a culture for the PD community to achieve a fulfilling life with the disease. For me, PTP is the culture that our community needs to fight together, in order succeed alone".

- Brian Grant

About Parkinson Power Through Project:

The objective of the 'Power Through Project: Montreal to Portland' is to inspire the international PD community to get moving and raise awareness about PD. Brian knows from his career as an elite athlete the importance of exercise and nutrition for health and wellbeing. You can sign up today, as an individual or in teams of up to 10, to commit to a series of carefully chosen exercise programmes specially designed to benefit people with PD. The goal is to complete 100 hours of physical exercise, and cover 3,000 virtual miles. That's equivalent to the distance from Montreal in Canada – home of the World Parkinson Congress 2013 – to Portland, OR in the US, where the 4th World Parkinson Congress is being held from September 20-23, 2016. Visit www.powerthroughproject.org to learn more.

About the Brian Grant Foundation

BGF is a nonprofit organization committed to empowering those impacted by Parkinson's to live active and fulfilling lives. www.briangrant.org

About the World Parkinson Coalition®

WPC is a nonprofit organization dedicated to providing an international forum to learn about the latest scientific discoveries, medical practices, caregiver initiatives and advocacy work related to Parkinson's disease. www.worldpdcoalition.org and www.wpc2016.org.

PROJECT SPONSORS



CONTACT INFORMATION

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