

## FOR IMMEDIATE RELEASE

### **Beyond Tremors: Parkinson Society BC Highlights Real Stories, Hidden Struggles, and Inspiring Strength During Parkinson's Awareness Month**

Vancouver, BC – March 24, 2025 – Parkinson Society British Columbia (PSBC) is highlighting the varied and often invisible experiences of individuals living with Parkinson's disease (PD) through its #MoreThanATremor campaign during Parkinson's Awareness Month this April.

Parkinson's disease impacts over 17,500 British Columbians of all ages, genders, and diverse cultural backgrounds. While tremor is frequently associated with Parkinson's, individuals often experience many less visible but equally debilitating symptoms. These include muscle rigidity, cognitive impairment, fatigue, anxiety, depression, sleep disruptions, and speech and swallowing difficulties.

"Our goal is to expand awareness beyond commonly understood symptoms," says Joanne Baker, Chief Executive Officer of Parkinson Society British Columbia. "Parkinson's disease impacts individuals uniquely, and many symptoms remain hidden from view. You might not realize that someone in your life—your colleague, neighbour, gym friend, or family member—has Parkinson's disease. The support provided by care partners is also invaluable yet frequently overlooked. We aim to create greater public awareness and advocate for improved care, ensuring every person affected by Parkinson's is seen and supported."

Despite these challenges, many individuals show incredible resilience, adapting to the changes Parkinson's brings. Jorge Villalobos, a community member living with PD, shares his perspective: "Although Parkinson's is a challenge, I see it as an opportunity—an opportunity to rise above the struggles and find new ways to keep going."

While advancements in research and treatment continue, many individuals with Parkinson's still face significant barriers to timely diagnosis and comprehensive care. PSBC remains committed to closing these gaps by advocating for improved healthcare access and funding allied health professionals at movement disorder clinics. Additionally, PSBC actively invests in research to enhance quality of life and drive progress toward a cure.

Throughout Parkinson's Awareness Month, PSBC encourages the community to participate by sharing personal stories and experiences on social media using the hashtag #MoreThanATremor. Together, through understanding and compassion, we can better support individuals and families living with Parkinson's.

For more information and to participate in Parkinson's Awareness Month, please visit [www.parkinson.bc.ca/awareness](http://www.parkinson.bc.ca/awareness).

**About Parkinson Society British Columbia:** Established in 1969, Parkinson Society British Columbia supports individuals affected by Parkinson's through advocacy, education, programs, and funding innovative research. Our mission is to empower the Parkinson's community in British Columbia by providing resources and services that enable self-management, self-reliance, and self-advocacy. PSBC relies on the generosity of donors, volunteers, and community partners to fulfill its mission.

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