

LCBO Raises Funds for Parkinson Canada

Parkinson Canada will invest the funds into education, advocacy and research initiatives as well as in its more than 80 support groups in Ontario alone.

TORONTO, ONTARIO, CANADA, April 27, 2018 /EINPresswire.com/ -- TORONTO, ON, April 27,

2018 -- Starting April 29, 2018, the public can help support Parkinson Canada by making a donation at any of the more than 660 LCBO stores throughout Ontario. Donation boxes for Parkinson Canada will be displayed at LCBO checkout counters until May 26, 2018.

“

We want to thank LCBO's generous customers and supportive staff who continue to help us increase public awareness of our charity through their network of stores across the Ontario.”

*Joyce Gordon, CEO,
Parkinson Canada*

In Canada, over 100,000 women and men from diverse social backgrounds live with Parkinson's which changes almost every aspect of daily living, including movement, ability to smell, mood, speech, eating and swallowing, sleep and thinking processes. Parkinson Canada will invest the funds raised through the LCBO donation boxes into education, advocacy and research initiatives as well as in its more than

80 support groups in Ontario alone.

“We want to thank LCBO's generous customers and supportive staff who continue to help us raise significant funds and increase public awareness of our charity through their network of stores across the Ontario,” says Joyce Gordon, CEO, Parkinson Canada. “These funds help us to greatly touch the lives of those living with Parkinson's, their caregivers and healthcare providers, and offers hope for a future without Parkinson's. For these individuals, a cure can't wait.”

“As a community-minded and socially responsible retailer, LCBO is proud to partner with Parkinson Canada through the Giving Back In Our Community fundraising program,” says Jennifer Bell, Vice President Communications and Corporate Affairs, LCBO. “Through the generosity of our customers and the support of our staff, funds raised will help support services for families in communities all across Ontario.”

Parkinson Canada is one of 28 provincial (and numerous local) charities that will benefit from LCBO's province-wide donation box program in 2018. In fiscal 2016 -17, LCBO raised a total of more than \$13.3 million for charities through in-store fundraising, special programs and initiatives. In addition, LCBO's annual dividend transfer to the Ontario government, which totaled \$2.06 billion in fiscal year 2016-17, supports a wide range of important government programs, services and priorities, including health care and education.

Parkinson Canada sincerely thanks Canadians for their support when shopping at their local LCBO store from April 29– May 26, 2018.

ABOUT PARKINSON CANADA

Parkinson Canada provides services and education to support people living with Parkinson's disease, their families, and the health care professionals who treat them. Operating since 1965, the

organization advocates on issues that concern the Parkinson's community in Canada. The Parkinson Canada Research Program funds innovative research for better treatments and a cure. A national registered charity, Parkinson Canada fulfils its mission through the generosity of donors and is an accredited organization under the Imagine Canada Standards Program. Parkinson Canada participates in numerous coalitions and partnerships to effectively fulfil its mission. Visit www.parkinson.ca to learn more.

La LCBO recueille des fonds pour Parkinson Canada

TORONTO (Ontario), le 27 avril 2018 -- À compter du 29 avril, le grand public pourra soutenir Parkinson Canada en faisant un don dans l'une des 660 succursales et plus de la Régie des alcools de l'Ontario (LCBO). Des boîtes de dons seront posées près des caisses de la LCBO jusqu'au 26 mai 2018.

Au Canada, plus de 100 000 hommes et femmes de divers milieux sociaux sont atteints de la maladie de Parkinson, ce qui change presque tous les aspects de leur quotidien, incluant le mouvement, l'odorat, l'humeur, la parole, la capacité à manger et à déglutir, le sommeil et la pensée. Parkinson Canada investira les fonds recueillis dans les boîtes de dons de la LCBO dans des initiatives d'éducation, de défense des intérêts et de recherche ainsi que dans plus de 80 groupes de soutien en Ontario seulement.

« Nous tenons à remercier les clients généreux et les employés solidaires de la LCBO qui continuent de nous aider à recueillir des fonds importants et à sensibiliser davantage le public à notre organisme de bienfaisance par l'entremise de leur réseau de succursales dans l'ensemble de l'Ontario, affirme Joyce Gordon, présidente et chef de la direction de Parkinson Canada. Ces fonds nous aident à améliorer grandement la vie des personnes atteintes de la maladie de Parkinson, de leurs aidants et de leurs fournisseurs de soins de santé, et nous donnent l'espoir d'un avenir sans la maladie de Parkinson. Pour ces personnes, un remède doit être trouvé maintenant. »

« En tant que détaillant animé par l'esprit communautaire et socialement responsable, la LCBO est fière de travailler en partenariat avec Parkinson Canada dans le cadre du programme de collecte de fonds Ayons du cœur pour notre collectivité, affirme Jennifer Bell, vice-présidente, Communications et affaires générales, LCBO. Grâce à la générosité de nos clients et à l'appui de notre personnel, les fonds recueillis aideront à soutenir les services offerts aux familles dans toutes les collectivités de l'Ontario. »

Parkinson Canada est l'un des 28 organismes de bienfaisance provinciaux (et de nombreux organismes locaux) qui profiteront du programme provincial de boîtes de dons de la LCBO en 2018. Au cours de l'exercice 2016-2017, la LCBO a recueilli plus de 13,3 millions de dollars destinés à des organismes de bienfaisance au moyen de campagnes de financement en succursale, de programmes spéciaux et d'initiatives. En outre, le transfert annuel de dividendes de la LCBO au gouvernement de l'Ontario, qui a totalisé 2,06 milliards de dollars dans l'exercice 2016-2017, permet de soutenir un large éventail de programmes, de priorités et de services importants du gouvernement, y compris les soins de santé et l'éducation.

Parkinson Canada remercie sincèrement les Canadiens qui offriront leur appui lorsqu'ils se rendront dans leur succursale de la LCBO entre le 29 avril et le 26 mai 2018.

www.parkinson.ca/fr

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