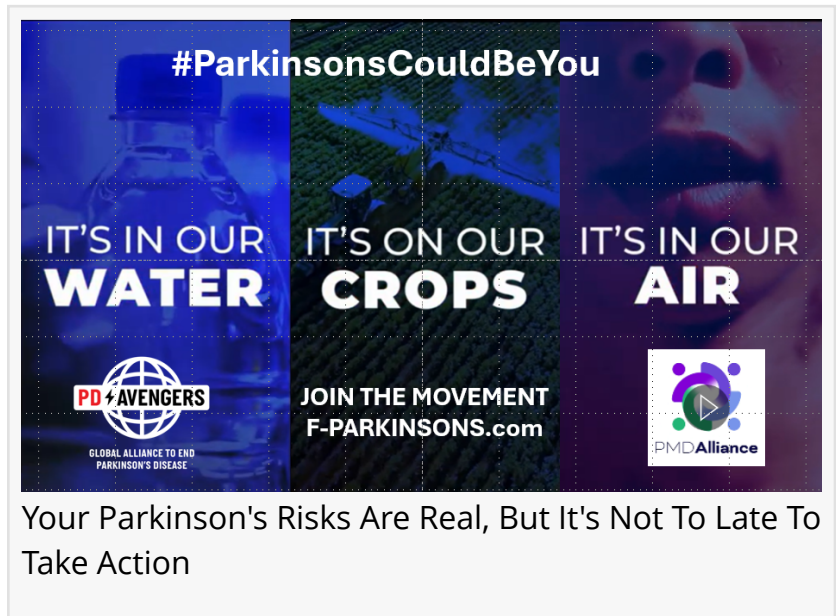


Times Square Billboards Highlight Environmental Risks Linked to Parkinson's

"Parkinson's Could Be You" campaign launches during World Parkinson's Month

VANCOUVER, BC, CANADA, April 1, 2026 /EINPresswire.com/ -- Throughout the month of April, Parkinson's disease will take center stage in one of the world's most visible locations. [PD Avengers](#) (Global Alliance to End Parkinson's Disease) and [PMD Alliance](#) (Parkinson & Movement Disorders Alliance) are launching a bold public awareness campaign in Times Square, New York City, designed to highlight the urgency of the fastest-growing neurological disorder in the world — Parkinson's disease¹.



Three cascading digital billboards, located at one of Times Square's highest-profile positions — more than 200 feet high and 84 feet across at 42nd Street and 7th Avenue — will feature striking, high-contrast visuals and audacious messaging designed to stop viewers mid-stride and draw attention to Parkinson's disease. The campaign highlights how exposures in everyday life — including air, water, and agricultural chemicals — may contribute to Parkinson's risk.

“

Parkinson's isn't just growing — it's accelerating. We need a message that is clear, candid, and uncomfortable.”

Larry Gifford, President PD Avengers

The billboard features real people living with Parkinson's, presented in powerful portrait-style imagery paired with stark, direct messaging intended to provoke curiosity, emotion, and action. On one screen people will see, “It's in our water. It's on our crops. It's in our air.” Each followed by a factoid and a hashtag #ParkinsonsCouldBeYou. The visuals intentionally depart from traditional healthcare messaging, opting instead for a bold, minimalist design meant to break through the visual noise of Times Square and create a memorable moment.

The billboard says to go to [F-Parkinsons.com](https://www.f-parkinsons.com) to join the movement.

“The ‘F-Parkinson’s’ campaign is intentionally bold because the situation demands it,” said Larry Gifford, President and Co-Founder of PD Avengers. “Parkinson’s isn’t just growing — it’s accelerating. We need a message that is clear, candid, and uncomfortable.”

Parkinson’s disease currently affects more than 12 million people worldwide. That number has more than doubled since 1990 and is expected to double again to 25 million by 2050²⁵.

A Disruptive Approach to Awareness

The campaign uses direct, provocative messaging designed to:

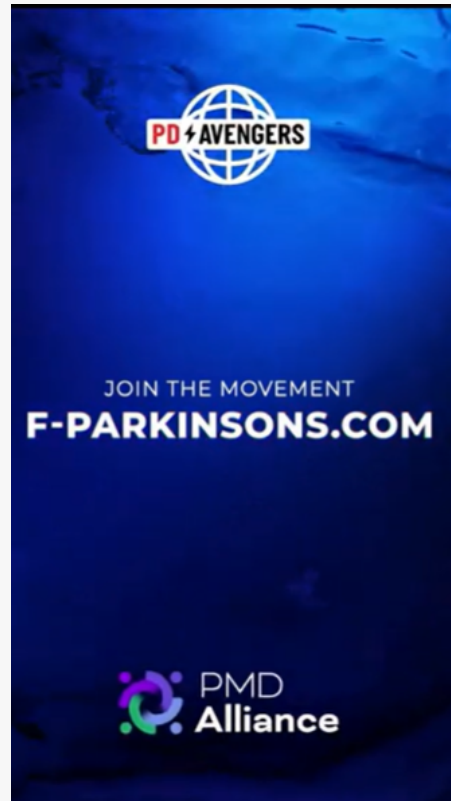
- Be memorable in seconds
- Create an emotional response
- Break through traditional health messaging
- Encourage immediate action

The campaign reflects growing urgency around Parkinson’s disease and a broader shift toward more candid public conversations. Michael J. Fox’s recent appearance on the hit Apple TV+ series *Shrinking* has helped bring Parkinson’s into mainstream discussion and normalize more direct, honest dialogue about the disease³.

Expanding Beyond Times Square

In addition to the Times Square activation, national advertising companies in the United States and Canada have approved donated billboard space, extending the campaign across North America based on available inventory and local participation.

“This opportunity allows the message to move far beyond Times Square,” said Gifford. “From



#ParkinsonsCouldBeYou



Billboard sample

major cities to local communities, we're increasing visibility and building urgency around Parkinson's."

A Joint Effort to Raise Awareness and Funds

The Times Square activation is a joint awareness initiative between PD Avengers and PMD Alliance, as the two organizations support Parkinson's awareness, advocacy, education, and collaborative initiatives designed to improve the lives of people living with Parkinson's and accelerate progress toward prevention and better treatments.

"Parkinson's affects individuals and families in every community," said Andrea Merriam, Chief Executive Officer, Parkinson & Movement Disorder Alliance (PMD Alliance). "This campaign is designed to increase understanding and encourage people to learn more about the growing impact of Parkinson's disease."

Every six minutes, someone in the United States is diagnosed with Parkinson's disease. Globally, diagnoses are estimated to occur approximately every 25 seconds. While treatments exist to help manage symptoms, there is currently no cure⁴⁵.

The campaign arrives during Parkinson's Awareness Month in April, a time when organizations, advocates, and communities worldwide work to raise awareness increase understanding, improve care, and accelerate progress toward ending Parkinson's disease.

Join the movement:

www.F-Parkinsons.com

About PD Avengers

PD Avengers — Global Alliance to End Parkinson's Disease is a global movement of people with Parkinson's, care partners, researchers, clinicians, and organizations working together to end Parkinson's disease. With members in more than 100 countries, PD Avengers seeks to increase awareness, accelerate research, and advocate for policies that improve lives and ultimately end Parkinson's.

www.pdavengers.com

About PMD Alliance

PMD Alliance (Parkinson & Movement Disorder Alliance) is a nonprofit organization dedicated to improving the lives of people impacted by Parkinson's and other movement disorders through education, support, and community programs.

www.pmdalliance.org

Sources

¹ Dorsey ER, Bloem BR. The Parkinson Pandemic—A Call to Action. JAMA Neurology. 2018.

² Dorsey ER et al. The Lancet Neurology. Global burden of Parkinson's disease

³ Apple TV+ Shrinking featuring Michael J. Fox

⁴ Parkinson's Foundation — Incidence Statistics

⁵ Dorsey ER et al. Parkinson's prevalence projections

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