



DYSTONIA
MEDICAL RESEARCH
FOUNDATION CANADA

servicing all dystonia-affected persons

Event Sponsorship

Freedom to Move for Dystonia

5 Km Walk/Run

The Dystonia Medical Research Foundation Canada (DMRFC) invites you to join us in our fight against dystonia, with a sponsorship in support of our *Freedom to Move for Dystonia* 5 km Walk/Run to be held on Sunday June 5, 2011. The power of your philanthropy will transform innovative research ideas into healthier lives for dystonia-affected individuals.

Last year, The Dystonia Medical Research Foundation Canada (DMRFC) held its fourth *Freedom to Move* 5Km Walk/Run in High Park, to raise funds for dystonia research. Festivities included a fun-filled family day featuring live entertainment, great prizes, healthy snacks, bracelets, caps and more. Over 200 individuals and their families came out to enjoy the day and 40 volunteers helped on all fronts to organize the event.

Again this year, Bill Saundercook and his brother Paul Saundercook are the Event's Honorary Co-Chairs. The entire Saundercook family are enduring supporters of dystonia research in honour of the youngest Saundercook brother Chuck who was diagnosed with a particularly disabling genetic form of dystonia, at the age of 12, in 1972 and died from complications in 1978.

Corporate sponsors such as Deloitte, The Running Room, Allergan, Greyhound, Bombardier, PDA Architects and Grenadier Restaurant have contributed generously to the Run. In 2010, DMRFC raised over \$42,000, surpassing our goal of \$40,000. The event was a success mostly because of working in conjunction with three tiers of participants: corporations, government and individuals with dystonia. Our fundraising goal this year is \$50,000.

As the Foundation celebrates its 35th anniversary, it looks back and moves forward with the hope of finding a cure, of putting an end to the painful spasms and contortions characterized by this neurological movement disorder.

Primary dystonia affects an estimated 50,000 people in Canada. But that is just the tip of the iceberg when it comes to understanding the true prevalence of all dystonias.

Secondary dystonias that are caused by a number of diseases and traumas are much more prevalent than the primary forms. When we look at the dozens of diseases that can cause dystonia such as Parkinson's, Huntington's and Multiple Sclerosis the numbers of dystonia cases can be propelled into the hundreds of thousands in Canada.

With this magnitude of affected people it is crucial that we both raise awareness to the medical community and general public and more importantly raise the money necessary for research.

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Funding Dystonia Research

DMRF funded research is at the centre of understanding dystonia. And the money we raise goes directly to this important ground-breaking research. Our research investment has helped to uncover new discoveries in dystonia genetics.

Experts believe that most forms of dystonia result from a genetic predisposition and a trigger that activates that vulnerability. For some dystonias, a gene has been identified while the trigger remains a mystery. In other cases the trigger is known (e.g. drug exposure, head trauma, another disease), but the connection to a gene or gene mutation has not been proven. Studying dystonia genetics provides scientists with the deepest look into where symptoms originate. Once scientists know where the problem starts, they can develop treatments to address it.

This is a phenomenal time for discoveries in dystonia genetics. Discovery of two new dystonia genes (DYT6 and DYT16)

- Association of a dystonic syndrome with a gene linked to a metabolic disorder (DYT18)
- Identification of a new dystonia gene locus (DYT17)
- Confirmation of genetic designations for paroxysmal kinesigenic (DYT19) and nonkinesigenic dyskinesia (DYT20)
- Re-definition of a suspected new form of dystonia (DYT14) as a previously known form (DYT5)

Corporate sponsorship of our 2011 - 5 km Run/Walk is available at three levels:

- (1) Platinum \$5,000;
- (2) Gold \$3,000; and
- (3) Silver \$1,000.

In recognition of a Platinum sponsorship, your corporate logo will be posted in its level, on the DMRF and Running Room website for thousands of viewers to see. Your logo will also be printed on any advertising/merchandise for the Run such as registration flyers. In addition, you will be listed in the Dystonia Medical Research Foundation Annual Report. Support of \$3,000 will enable us to post your logo on the Running Room website and any advertising/merchandise. Support of \$1,000 and over will have your company's name listed in our Annual Report.

It is the enduring support of our donor community that remains crucial, sustaining our ability to promote awareness and fund science that innovates, upgrades and adapts to serve those affected by dystonia.

www.dystoniacanada.org/TorontoRunWalk