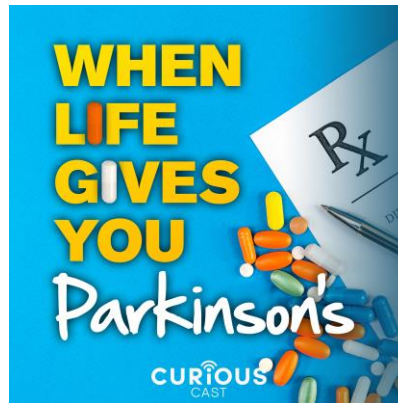


**WHEN LIFE GIVES YOU PARKINSON'S:
CORUS ENTERTAINMENT'S CURIOUSCAST PARTNERS
WITH PARKINSON CANADA IN NEW SERIES**

Seasoned Broadcaster and Person with Parkinson's, Larry Gifford, Hosts
the Podcast Launching September 12



For Immediate Release

VANCOUVER, September 10, 2018 – What happens *When Life Gives You Parkinson's*? That's the question **Larry Gifford** is working to answer in a new podcast venture with Corus Entertainment's **CuriousCast** and **Parkinson Canada**. [The series](#) launches **Wednesday, September 12**, and shares Gifford's journey as he comes to terms with the disease that affects millions and is understood by few.

Gifford, 46, was diagnosed with Parkinson's disease in August 2017 after seven months of tests. Looking for answers about his life ahead, he sought Parkinson's-focused podcasts and found few, clinical options. Gifford [announced](#) his diagnosis publicly on World Parkinson's Day, and found many others also seeking stories of people to whom they can relate.

"My goal is to help people with Parkinson's realize they aren't alone," said Gifford, a thirty-year broadcast veteran, currently Senior Program Director at Vancouver's 980 CKNW. "Awareness is the first step towards more fundraising for research, which is severely needed if we ever hope to find a cure. This is my way to make an impact."

Each episode, Gifford and co-host **Niki Reitmayer** will examine the impact that a Parkinson's diagnosis has on a person, a family, a friendship, a colleague, a company, and a community. Gifford shares the tears triggered by diagnosis, laughter brought on by unpredictable symptoms and nearly every emotion in between.

[Parkinson Canada](#) has signed on to the series as a content and promotional partner, providing opportunities to connect the diverse voices in the Parkinson's community. Expert guest speakers will include scientists, doctors and other care team members.

"People with Parkinson's rely on voices of experience to help them live well each day," said Parkinson Canada CEO Joyce Gordon. "The answers can come from many places and we are delighted to partner with Larry Gifford on his audio journey."

As a companion to the podcast's launch, Global BC will air a three-part series about Gifford's journey living and working with Parkinson's, airing September 12 through 14 on *Global News Hour* at 6.

Corus Entertainment's CuriousCast launched earlier this year and is home to internationally recognized brands with diverse audio storytelling, including [The Ongoing History of New Music](#), and Global News' [This Is Why](#).

When Life Gives You Parkinson's is hosted and produced by Larry Gifford and Niki Reitmayer. Subscribe to get every episode, available on [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#) or wherever you find your favorite podcasts. [Listen now](#).

-30-

SOCIAL MEDIA LINKS:

Twitter: [@CorusPR](#), [@ParkinsonsPod](#)
Facebook: [Facebook.com/ParkinsonsPod](#)
Instagram: [@parkinsonspod](#)

CuriousCast is part of the Corus Entertainment Network.

Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high-quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 44 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](#).

Parkinson Canada

Parkinson Canada provides [services](#) and education to people living with Parkinson's disease, their families, and the healthcare 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. [www.parkinson.ca](#).

For media inquiries, please contact:

Lindsey McCulloch
Communications Associate
Global News & Corus Radio, Western Canada
416.967.3128
lindsey.mcculloch@corusent.com

Rishma Govani
Senior Manager, Communications
Global News & Corus Radio
416.391.7361
Rishma.govani@corusent.com

Marina Joseph
Director, Communication and Brand
Parkinson Canada
1-800-565-3000 ext. 3399
416-227-3399
marina.joseph@parkinson.ca