

CURIOUSCAST'S *WHEN LIFE GIVES YOU PARKINSON'S* PARTNERS WITH THE WORLD PARKINSON CONGRESS FOR SPECIAL SERIES

Special Podcast Series Launches Wednesday, February 27



Larry Gifford, host of When Life Gives You Parkinson's

For Immediate Release

TORONTO, February 20, 2019 – Corus Entertainment's [Curiouscast](#) network today announces a content partnership between its original podcast *When Life Gives You Parkinson's* and the 2019 World Parkinson Congress (WPC). Hosted by **Larry Gifford**, the special series launches **Wednesday, February 27**, highlighting the topics and speakers leading up to the summer event in Kyoto, Japan, and connecting its program to listeners around the world.

WPC is run by the World Parkinson Coalition, which is the only international forum on Parkinson's disease. The triennial event hosts more than 3,600 world-renowned neurologists, neuroscientists, and health care professionals, together among people with Parkinson's and their caregivers. The event is held over four days with high-level talks on the latest scientific discoveries, medical practices and caregiver programs related to Parkinson's disease. In addition to sharing the congress experience with its listeners, *When Life Gives You Parkinson's* will also be highlighted as an official resource to attendees of WPC.

"The World Parkinson Coalition is thrilled to work with Larry Gifford as he podcasts about the upcoming 5th World Parkinson Congress in Kyoto, Japan and highlights some of the incredible faculty members who will be speaking about the most germane and current scientific advances and clinical work taking place globally," said Elizabeth "Eli" Pollard, Executive Director of the World Parkinson Coalition.

Curiouscast's *When Life Gives You Parkinson's* was recently listed on Apple Canada's [Top Podcasts of 2018](#) and has been nominated for two Canadian Podcasting Awards. Produced in partnership with [Parkinson Canada](#), each episode features hosts Larry Gifford examining the impact that a Parkinson's diagnosis has on a person, a family, a friendship, a colleague, a company, and a community. Gifford shares his personal journey into what it is like to live and work with Parkinson's disease as a 47-year-old husband and father with an active career.

"The World Parkinson Congress and our podcast have similar missions; we both want to reach everyone touched by Parkinson's including patients, researchers, family members, clinicians, nurses, and specialists," said Gifford. "Combining our expertise in a WPC podcast series allows us both to share stories and research, discuss issues and provide access to the congress even if they can't travel to Kyoto."

Visit WPC2019.org to learn about the upcoming 5th World Parkinson Congress. Subscribe to *When Life Gives You Parkinson's* to get every episode, available on [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#) or wherever podcasts are found. For more information visit curiouscast.ca

Curiouscast launched in 2018 and is home to internationally recognized brands with diverse audio storytelling, including the #1 music podcast in Canada*, [The Ongoing History of New Music](#), Canada's first nationally broadcast original podcast, [Nighttime](#), top weekly true crime podcast [Dark Poutine](#), [Nothing Much Happens](#); [Bed Time Stories for Grownups](#), Global News' [Russia Rising](#), [This Is Why](#), [Family Matters](#) and the [Super Awesome Science Show](#).

*SOURCE: Apple Podcasts: Top Charts (Canada), Music, February 13, 2019.

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