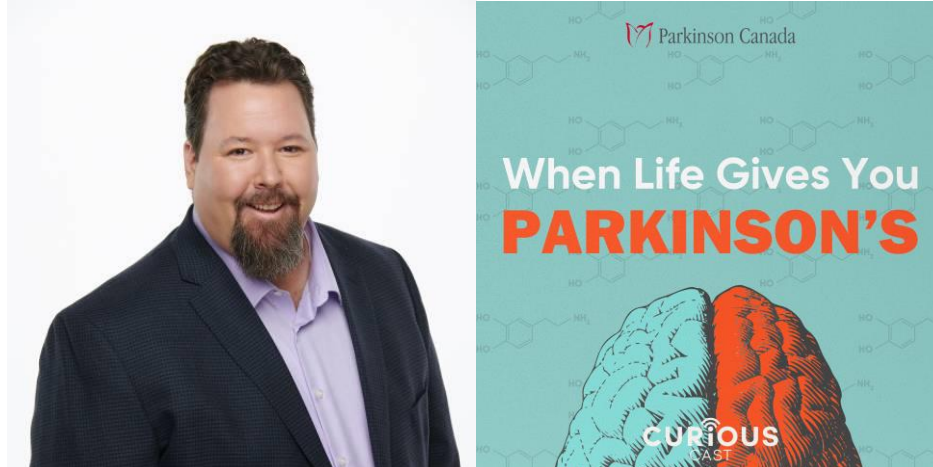


IMPACTFUL PODCAST *WHEN LIFE GIVES YOU PARKINSON'S* LAUNCHES SEASON THREE

Parkinson Canada Returns as Presenting Partner



For Immediate Release

VANCOUVER, September 23, 2020 – Corus Entertainment’s **Curiouscast** podcast network announced today the launch of the third season of ***When Life Gives You Parkinson's***. Hosted by **Larry Gifford**, the podcast follows his personal journey with Parkinson’s now three years removed from his surprising diagnosis at age 45.

Answering probing questions from co-host **Niki Reitmayer** and allowing listeners to eavesdrop on intimate conversations with his wife and frequent guest Rebecca, Gifford uses humour to diffuse heavy content and give the podcast a hopeful tone. He gives voice to Parkinson’s experts and advocates from around the world and together they openly tackle tough topics. The authentic, frank conversations combined with compelling storytelling ensures this podcast remains interesting, informative and enlightening for all listeners.

Special topics this season include: the collision of COVID-19 with Parkinson’s disease, when to fire your doctor and how to do it, an exploration of what it’s like to have Parkinson’s in Peru, Nigeria or Romania, how effective holistic therapies are in treating Parkinson’s and so much more. **Ben Stecher** and **Dr. Alberto Espay** will join the podcast to talk about their new book, *Brain Fables: The Hidden History of Neurodegenerative Diseases and a Blue Print to Conquer Them*. **Bas Bloem**, PhD, MD, **Ray Dorsey**, MD, and **Michael Okun**, MD, the authors of the book *Ending Parkinson's Disease* will also make appearances on the podcast this season.

“Sharing our Parkinson’s stories is an important first step in raising awareness of what is quietly becoming the fast growing neurological condition on this planet,” said Larry Gifford, Host of *When Life Gives You Parkinson's* and National Director of Talk Radio, Corus Entertainment. “I also really want the podcast to reinforce for people who have Parkinson’s in their life that they are not alone.”

Since his diagnosis in 2017, Gifford has become highly-involved in the global Parkinson’s community. Serving as an ambassador for the World Parkinson Congress 2022, co-founder for PD Avengers, and the newly-announced host of the Michael J Fox Foundation’s Parkinson’s podcast, he is now considered a leading voice in the Parkinson’s advocacy community. Gifford lives in Vancouver, B.C. with his wife Rebecca and son Henry. He has worked in radio for over thirty years.

[Parkinson Canada](#) is a proud presenting partner of the podcast. Other promotional partners include [The Michael J. Fox Foundation for Parkinson's Research](#), [World Parkinson Congress 2022](#), [PD Avengers](#) and [Spotlight YOPD](#).

– 30 –

SOCIAL MEDIA LINKS:

Twitter: [@CorusPR](#) [@ParkinsonsPod](#)

Facebook: [@ParkinsonsPod](#)

Curiouscast is part of the Corus Entertainment Network.

About Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, [Globalnews.ca](#), Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](#).

For media inquiries, please contact:

Jamie Jensen
Communications, Global News & Corus Radio
416.593.2036
jamie.jensen@corusent.com

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