Last year was an exciting year for the Parkinson’s Foundation and for our signature event, Moving Day, A Walk for Parkinson’s. I began my journey as the new CEO of the foundation exactly a year ago and I have learned so much from the Parkinson’s community in my travels across the country. I attended my first Moving Day in Twin Cities, MN, followed by Chicago, Washington, DC, and capped off the fall walk season in Miami, FL. Each walk had its own flair and local flavor!

This past fall, we rolled out our new Parkinson’s Foundation and Moving Day logos. The new logo — the blue uppercase letter “P” — is a symbol that represents a global movement to end Parkinson’s disease (PD). Inside of it is a speech bubble reflecting the many voices in the global Parkinson’s community that contribute to our mission. We are also proud to showcase our new Moving Day website, [MovingDayWalk.org](http://MovingDayWalk.org), with an interactive event map and redesigned team fundraising pages.

As the CEO of the Parkinson’s Foundation, I am thankful for the honor of walking alongside all of you to make life better for people with Parkinson’s. I am inspired by what we can accomplish together as one determined and inspired movement — a movement where people living with Parkinson’s, families, caregivers, scientists, advocates, donors and volunteers join forces to improve lives and advance toward a cure.

Each Moving Day participant, including you, is bringing us one step closer to a world without Parkinson’s. Keep moving and walking to beat Parkinson’s! I hope to see you at one of our 39 walks in 2018. Wishing you a happy and healthy year ahead.

Thank you for your support,

John L. Lehr, Chief Executive Officer
What do Rhode Island, Maryland, Alabama and New Jersey have in common? They are some of the states that will host their first Moving Day, A Walk for Parkinson’s, in 2018.

John Kolaya is one of the reasons the walk is expanding to the under-served Parkinson’s disease (PD) community of New Jersey. John has been living with Parkinson’s for six years. His PD journey took a turn for the best when he discovered Rock Steady Boxing, eventually becoming a certified instructor.

John was introduced to Moving Day when his son, Tim Kolaya, joined the Moving Day Miami planning committee and named his team after John — “Team Grampy” as his grandchildren know him. After attending his first Moving Day, John knew he had to bring the walk back home to New Jersey.

“The best part of Moving Day is the comradery along with the invaluable information and resources you get to take home about the disease,” John said. “Every year you walk away with something new.”

John now serves as Moving Day New Jersey event co-chair, where his natural ability to organize events, along with his ties to the PD exercise classes he attends and teaches, helps him spread the word. For John, the best part is that he gets to keep focusing on moving.

“Everyone knows someone who has Parkinson’s,” John said. “Moving Day is vital for people with Parkinson’s to see that there is a life after physical therapy when it comes to moving with PD. Moving Day shows you what other exercises are available that can change your life.”

All Moving Day events feature a Movement Pavilion with Zumba, Tai Chi, yoga and more. Not only will the inaugural Moving Day New Jersey take place this year, but John himself will be leading the Rock Steady Boxing class.

See the back cover for the full list of 2018 Moving Day events!
Centers of Excellence Fight Parkinson's Beyond Center Walls

“Moving Day is our moment outside of our Center of Excellence to engage with the Tampa Parkinson’s community in addition to the patients we see on a regular basis,” said Crista Ellis, Administrative Specialist at the University of South Florida (USF) Health Byrd Parkinson’s Disease and Movement Disorders.

Crista and the entire center staff formed the team “USF Parkinson’s Posse” and raised more than $10,000 for Moving Day Tampa 2017. Each year the team is excited to have the opportunity to fight Parkinson’s disease (PD) standing next to the people they help every day.

USF is one of 42 Parkinson’s Foundation Centers of Excellence. The Center of Excellence network provides expert care to more than 100,000 people with Parkinson’s.

The Tampa center also takes part in the foundation’s Parkinson’s Outcomes Project, the world’s largest study of Parkinson’s disease that has enrolled more than 10,000 patients and has led to key Parkinson’s findings — for instance, interventions that provide neuroprotective benefits, like exercise, could change the course of the disease.

“Our medical professionals at the center constantly encourage people to exercise,” Crista said. “One of the reasons we attend Moving Day is because we really like how the event emphasizes the importance of exercise while having fun.”

USF is not the only center that shows enthusiasm for their PD community outside center walls. Centers of Excellence around the country take part in Moving Day and other community activities, and many even host their own Parkinson’s symposiums and educational events.

Moving Day Supporter Takes Talents to South Carolina

“When you have Parkinson’s disease (PD) you have the choice to get involved and try to make a difference or let others do the work,” Scott Rider, 57, said. “About three years ago, I realized I wanted to make a difference. For me, the best way to do that was to help the Parkinson’s Foundation through Moving Day.”

Scott has always been competitive in nature. Since 2017 marked his last Moving Day Columbus before moving southeast, he wanted to leave an impression on his PD community.

Scott was the top fundraising team three years in a row, but last season his team “Rider, Ruedrich and Schoonover” raised the second largest amount of funds for a single team in Moving Day history, totaling nearly $100,000.

Scott’s key to fundraising is simple. “If you’re passionate about something, you’re not begging people. You are asking them to be involved in the cause. There is no shame in asking for a check. Ask big,” he said.

Why Moving Day? “Every year I support Moving Day because of all the research and resources the Parkinson’s Foundation provides to people with PD and caregivers,” he said. “Moving Day is like a big tailgate and social event in one. It’s a great feeling and so powerful to have so many people who care about you supporting the cause.”

In 2018, Scott will be supporting a new Moving Day in an even more involved way. After moving from Ohio to South Carolina, Scott has already begun supporting his new community through his Parkinson’s Foundation involvement. In addition to starting a new Moving Day team, he will also serve on the planning committee, utilizing his lifetime of financial advisor experience.

Scott has already spoken at support groups and has made new friends. “We’re trying to get people more engaged here in South Carolina,” Scott said. “Moving Day is a great opportunity to build momentum when it comes to Parkinson’s.”

Make a difference and sign up for your nearest Moving Day today at MovingDayWalk.org.
Debbie Dances Her Way Into The Parkinson's Community

Debbie Sternbach likes to move it. As the Moving Day San Francisco dance chair, she choreographed the event’s “Move It, Move It” signature warm up dance along with the official dance of the 2017 walk, “I Make My Own Sunshine.”

“Debbie has promoted Moving Day from one end of the Bay to the other,” said Colleen Fischer, National Coordinator of Signature Events.

Debbie became involved with Moving Day to honor the memory of her father, who lived with Parkinson’s disease (PD), and her husband’s work as a neurologist. After Debbie and her husband moved to the Bay area she opened her own studio, studying under PD-tailored dance program experts John Argue and David Leventhal. She eventually created her own PD dance class called Dance Moves Me! for Parkinson’s.

Debbie told Colleen, “I’ll do whatever you need.” For the next three years Debbie and her co-teacher choreographed a song for her PD dance class to perform at Moving Day.

“My PD dancers inspire me every time I teach a class,” Debbie said. “It makes me happy to motivate them to keep moving and to give them goals, such as performing at Moving Day.”

According to a Parkinson’s Foundation Parkinson’s Outcomes Project study, increasing physical activity, like dancing, to at least 2.5 hours a week can slow the decline in quality of life.

“Not only do my PD dancers see improvements in balance, strides and walking pace, but they come out of their shells during class,” Debbie said. “They build self-confidence and go from saying they have no rhythm to dancing in front of a large crowd.”

Debbie’s contribution to Moving Day San Francisco is invaluable. “I wanted to get involved, volunteer and bring the Bay Area PD community together,” Debbie said. “I have wonderful connections that allow me to meet people and advocate for Moving Day. As John Argue told me, ‘We are always learning from the people we work with.’”

The Parkinson’s Foundation Allied Team Training Program took place in Miami, FL, in May 2017.

Debbie Sternbach at Moving Day San Francisco.

Learn more about Moving Day volunteer opportunities at Parkinson.org/get-involved.

Learn more about the programs and local resources Moving Day funds at MovingDayWalk.org/why-we-walk.

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The Parkinson’s Foundation would not be able to host Moving Day without the help of our local sponsors and the 2017 National Partners. Thank you to our sponsors for making life better for people with Parkinson’s.
2017 TOP TEAMS
Rider, Ruedrich and Schoonover ............... $92,922
Shake it Off ........................................... $72,540
Team Albert ........................................... $65,155
Team Terranova ...................................... $58,520
The Queen and her Court ......................... $50,655
Team Zuckerman .................................... $38,052
Team Papa Caron .................................... $29,372
Pops’ Peeps ........................................... $25,719
Team Impax ........................................... $23,575
Shaking Not Stirred (PDers with a Twist) ........ $21,128

2017 TOP WALKERS
Stephanie Stull ........................................ $72,540
Mindy McIlroy ......................................... $57,935
Andy Albert ........................................... $48,960
Scott Rider ............................................. $47,267
Sherwin Zuckerman ................................. $34,000
Paul Schoonover ..................................... $24,830
Noelle Nelson ......................................... $22,537
Brian Stewart ......................................... $17,465
David Ruedrich ....................................... $17,275
Gordon Beckham .................................... $16,835
Jeaninne Wagner ................................. $15,670
Jan Wuliger ........................................... $14,070
Providing the Right Kind of Support

Ken Helmuth does not need to be reminded why he does so much for Moving Day NC Triangle. But when he saw his teammate’s four-year-old son, Leo, high-fiving people with Parkinson’s along the walk route, Ken immediately knew he’d be fundraising and sponsoring the event again.

“All the work you put into the planning is easy when you remember what it’s like to see everyone come together on the day of the event,” said Ken, Right at Home of Durham and Chapel Hill President and Owner.

But Ken doesn’t do it alone. He works closely with Tom Arnold, Right at Home Wake County CEO and Owner. Combined, Ken and Tom are the largest home care provider in the North Carolina triangle area. They also co-fundraise for “Team Right Move.” Their company, Right at Home, has been a national sponsor for five years, including the 2017 Moving Day season.

“A large percentage of our clients have Parkinson’s, and we see that number on the rise,” Tom said. “The Parkinson’s Foundation is a great organization and we’re happy to help contribute locally to the phenomenal amount of money raised for Parkinson’s research and resources through Moving Day.”

While Ken and Tom are teammates, they each find fresh ways to raise money for their team. Ken raised more than $2,500 in one night with his office fundraising party. Between door prizes, a silent auction that included a cruise and a wine pull with 24 bottles of donated wine, the event had a great turnout.

“Hot Dog Days” are Tom’s favorite fundraising event. He works with a hot dog vendor that visits Tom’s office complex in the months leading up to the walk. “People put the days on their calendars and are generous with their tips because they know their money is going to people with Parkinson’s.” Hot dog sales in 2017 raised more than $600.

Tom even offered his office as a meeting space for the Moving Day committee. “It doesn’t stop with national sponsorship,” said Blake Tedder, North Carolina Community Development Manager. “It wasn’t even a question if they were going to help us, but when and how. Right at Home is committed to our local communities and our cause and is always creative in the ways they show it.

The organization’s national sponsorship will further strengthen its North Carolina ties in 2018 as Right at Home Winston-Salem staff has already signed on for the new Moving Day Winston-Salem planning committee, and like Tom, has already offered their office as a meeting space.

“Moving Day takes a lot of work and collaboration, but anyone can contribute,” Ken said. We have a tight-knit PD community. We’re only five miles away from our Centers of Excellence (Duke Health Movement Disorders Center and the University of North Carolina at Chapel Hill School of Medicine).”

To Learn more about Moving Day sponsorship opportunities email movingday@parkinson.org.
“It is comforting to know there are people trying to make your life easier. It is good to see everybody together with family and friends. It is a feel-good day.”
- 2017 Moving Day Chicago participant

“Being a person with PD, I want to help as much as I can to help others with PD to have a better quality of life.”
- 2017 Moving Day DFW participant

“This walk is about spreading the word about Parkinson’s and that there are available PD resources to better educate our friends and families.”
- 2017 Moving Day Louisville participant

Tips from a Moving Day Fundraising Pro

“Fundraising for my Moving Day team, ‘Shake It Off,’ forced me to be more social.” Stephanie Stull said. “When you put yourself out there you can show people that Parkinson’s is an everyday reality.”

Stephanie has been involved with Moving Day DC since 2015, the event’s first year. This year marks Stephanie’s third year in a row as the top event fundraiser, raising nearly $73,000 — also making her the top individual fundraiser in the nation. In preparation for the 2018 season, Stephanie shares her favorite fundraising tips:

1. Adopt a piggy bank. Each year, I decorate piggy banks and ask family members, friends and stores to adopt them. They collect spare change until event day.

2. Use Facebook. Using Throw Back Thursday as my caption, I post an older photo of myself (like from high school) and tag people I knew at the time, asking them for a $5 donation.

3. Approach your favorite stores. I tell store owners, I have Parkinson’s disease (PD) and want to inform people about this disease. I ask if I could use their storefront to fundraise. They usually say yes.

4. Engage your employer. If they know you have PD, they can facilitate space for you to host a bake sale or other fundraiser.

5. Host a raffle. From experience, retailers are more likely to donate a product instead of cash. I then raffle the product on my Moving Day website personal participant center that all participants have access to after registering.

6. Reach out to previous donors. Communicate gratitude year-round with thank you notes and holiday cards. Donors are more inclined to give again when they feel you genuinely value their support.

Moving Day helped change the way Stephanie sees her Parkinson’s. “When I was diagnosed at 40, I thought my life was over,” she said. “I go to Moving Day to inspire people not to focus on what Parkinson’s took away from them, but what it gave them.”

Register your Moving Day team today at MovingDayWalk.org/events.
Moving Day Tampa ................................ 4/7/2018
Moving Day Nashville.............................. 4/7/2018
Moving Day Sacramento .......................... 4/14/2018
Moving Day Little Rock ............................ 4/21/2018
Moving Day South Alabama ..................... 4/21/2018
Moving Day Fresno ................................ 4/22/2018
Moving Day North LA County ................... 4/28/2018
Moving Day Winston-Salem ........................ 4/28/2018
Moving Day Omaha ................................ 4/28/2018
Moving Day Twin Cities .......................... 5/5/2018
Moving Day Broward ............................... 5/6/2018
Moving Day San Francisco ......................... 5/6/2018
Moving Day Charleston ......................... 6/2/2018
Moving Day DC .................................... 6/2/2018
Moving Day San Jose .............................. 6/2/2018
Moving Day Fargo .................................. 6/2/2018
Moving Day Milwaukee ......................... 6/9/2018
Moving Day Louisville ........................... 6/9/2018
Moving Day Kansas City ......................... 6/9/2018
Moving Day Baltimore ........................... 6/9/2018
Moving Day Orange County ................. 6/9/2018
Moving Day Rhode Island ..................... 6/10/2018
Moving Day San Diego ......................... 6/16/2018
Moving Day Cleveland ......................... 6/23/2018

Can’t make it to Moving Day?
Join Parkinson's Champions and run in an endurance event or create your own fundraiser to help raise Parkinson’s awareness. Visit Parkinson.org/champions today!

Visit MovingDayWalk.org for all fall dates.

Visit MovingDayWalk.org to find a Moving Day near you!