



ALS SOCIETY OF MANITOBA
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LITE UP A LIFE
DECEMBER 1, 2018 - JANUARY 31, 2019



MEDIA RELEASE /FOR IMMEDIATE RELEASE

LIGHT UP A LIFE FOR ALS

Winnipeg – December 3, 2018. The ALS Society of Manitoba announces the 2018-2019 Lite Up A Life Campaign, which runs from December 1, 2018 to January 31, 2019. This two-month campaign raises funds to support the Brummitt-Feasby ALS House, the only home with care and support for people living with ALS/MND in North America.

The Brummitt-Feasby ALS House was founded in 2011 and is owned and operated by the ALS Society of Manitoba. The house offers long-term residency and shorter stay respites for people living with ALS/MND or Lou Gehrig's disease.

“Funds raised through this campaign help maintain this one-of-a-kind home helping our clients have quality of life in a home-like atmosphere,” said Diana Rasmussen, executive director of the ALS Society of Manitoba.

During the holiday season, the Lite Up A Life Campaign encourages people to donate to the ALS Society of Manitoba and light up a holiday tree. Donations are \$35 for 15 bulbs, \$50 for 25 bulbs, \$100 for 75 bulbs, \$150 to light a whole tree. Participants receive a beautiful ornament to put on their own tree.

The Official Lighting Ceremony is on December 12, 2018, 7 p.m. at the Brummitt-Feasby ALS House, located at 106 Kirby Drive. Lacoste Garden Centre has donated 12 holiday trees, sand and pots and students from Vincent Massey Collegiate have helped set them up in the front of the house. This event is open to the public and dignitaries will be present.

“The Lite Up A Life campaign remembers those who have passed with ALS, those living today with ALS and those yet to come. Hope is necessary, and quality of life is essential,” added Diana Rasmussen. To donate or learn more about this campaign and the Brummitt-Feasby ALS House, please call (204) 831-1510 ext. 20 or visit www.alsmb.ca.

About the ALS Society of Manitoba: The Society was founded in 1980 for people living with ALS/MND, their families, friends and other interested parties. Over the years, the ALS Society of Manitoba has helped clients and families by providing support, equipment, education, and HOPE.

About ALS/MND: Amyotrophic Lateral Sclerosis (ALS) or Motor Neuron Disease (MND), commonly known as Lou Gehrig's disease, is a rapidly progressive neurodegenerative disease that affects the ability to walk, talk, eat, and eventually breath. ALS/MND can affect anyone and there is no cure yet. Currently in Manitoba, there are over 355 people living with ALS/MND. For the most part, the battle is short, with 90 per cent of people losing their lives within two to five years after diagnosis, sometimes sooner.

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For more information, photos or interview requests, please contact: Mirna Sainz| Events, Marketing and Communications Coordinator| ALS Society of Manitoba| (204) 837-1270| events@alsmb.ca| www.alsmb.ca | 2A-1717 Dublin Avenue, Winnipeg, MB R3H 0H2

HOPE is important in the lives of those impacted by ALS/MND, Helping Our People Every way we can