



## GUINNESS WORLD RECORDS – 10 FOR 10 MEDIA KIT

### Media Contact

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### About MitoCanada

The MitoCanada Foundation is a registered charity formed in 2010 by a group of passionate Canadian patients, family/caregivers, and friends whose previously happy, healthy children were given a diagnosis of mitochondrial disease. Not willing to be victims of such overwhelming twists of fate, these individuals set out to find solutions that would transform the outlook for their children and to help others living with, or at risk of developing, mitochondrial disease cope and find hope in each day.

MitoCanada relies on the generous support of our volunteers, donors, and partners to help fulfill our mission to transform the outlook, quality of life and sense of community for people impacted by mitochondrial disease through education, awareness, support and funding transformational research. Until a cure is found, we are facilitating a future where Canadians impacted by mitochondrial disease feel inspired, empowered and supported.

More info: <http://mitocanada.org/>

### Event Background

MitoCanada is celebrating its 10-year anniversary in 2020 and has an audacious goal of setting 10 Guinness World Records (GWR) to commemorate the milestone to raise awareness and funds for mitochondrial disease. In previous years, MitoCanada has set 12 GWR's (running) and has used GWR's to capture the public's attention to raise awareness and put mitochondrial disease on the map.

A list of records completed to date can be found here:

<https://mitocanadafoundation.box.com/shared/static/6plc23hk8zl8wuq1gpmfkzdkejuar2.pdf>

MitoCanada will be attempting a variety of records including:

- Running in Costumes - dressed as a fireman, leprechaun, paramedic, and awareness ribbons
- Running as Teams - linked together, handcuffed, 3-legged, siblings, married couple, father-daughter
- 24 hour records - for most distance run dribbling a basketball, and most landmarks illuminated.

Our goals are to raise awareness by reaching millions of people through profiling these unique records and raise \$250,000. Click here to get the full list of record attempt details. <https://mitocanada.org/gwr/>

### Executive Bios

#### CEO

Blaine Penny, CEO and Co-Founder

Photo file: <https://mitocanadafoundation.box.com/s/vp3jfgeom37w017svv4y719v6ru21qv7>

As MitoCanada's Chief Executive Officer (CEO), Blaine is responsible for developing the vision, strategy, and execution for awareness and education programs, enhancing and overseeing MitoCanada's patient support programs, fund development, and aiding researchers and the medical community to fund mitochondrial research.

Blaine's commitment to MitoCanada is legendary. He is co-founder and past President, chairing the inaugural Board from 2009 – 2015. In 2008, Blaine's son, Evan, tragically suffered an unexplained brain injury and went from being a perfectly healthy 4-year-old boy to a spastic quadriplegic as a result of mitochondrial disease. In the past twelve years, Blaine has poured thousands of volunteer hours into helping raise awareness and funds for mitochondrial disease and inspired others support the cause to help power a cure for mitochondrial disease.

Blaine is an elite endurance athlete, 3x Canadian Ultramarathon Champion, and 5x GWR holder.

### Mitochondrial Disease Facts

Mitochondrial disease is a group of disorders caused by dysfunctional mitochondria. Each condition is the result of a genetic mutation, in either the mitochondrial DNA (mtDNA) or nuclear DNA (nDNA), which results in changes in the genetic material of the mitochondria causing them to fail.

Mitochondria are responsible for creating more than 90% of the energy needed to sustain life and support organ function. They're like tiny factories in each of our cells that turn the food we eat and the oxygen we breathe into energy – our body's major energy source. We cannot survive without them. Mitochondrial dysfunction affects the body's energy intensive organs and can affect multiple systems in the body including the muscles, eyes, liver, kidneys, brain, heart, and digestive tract.

Currently, over 300 illnesses are associated with mitochondrial disease, and the list is growing.

- 1 in 4,000 people are estimated to have a primary mitochondrial disease
- At least 1 in 200 individuals harbor a mitochondrial mutation, which could manifest into mitochondrial disease
- Due to complexity in diagnosis, it is estimated only 10% of patients receive a diagnosis
- Every 30 minutes, a child is born with mitochondrial disease

Researchers are discovering mitochondrial dysfunction to be a secondary cause of many common chronic diseases. These may include diseases of the heart, kidney and liver, as well as diabetes, Alzheimer's, ALS, Parkinson's, autism, cancer, blindness, and chronic fatigue.

A more comprehensive FAQ can be found here:

<https://mitocanadafoundation.box.com/s/6plc23hk8zl8wuq1gpmfkzdkejuar2>

## Photos

Photos can be accessed through the following link:

<https://mitocanadafoundation.box.com/s/rmt6c5r3ixkpi5pcul4p2xlcjnytsoc7>

## Video

Penny Family Video (with video credit to Two Words Production):

<https://www.youtube.com/watch?v=Pcg8yUsQ-BI>

Download Penny Family Video here:

<https://mitocanadafoundation.box.com/s/0084v4bvf3ay3sdpvwffeopl5b2qmfmfg>

## Media to Date

### Past GWR Media (2013 – 2018)

#### **2018 – Fastest marathon dressed as a battery ( 1 record, Toronto)**

CTV

[https://calgary.ctvnews.ca/video?clipId=1522664&fbclid=IwAR3H8JQRhOp2P\\_Jumm0mR5weeU2OUHqth9DAatIHf7nh\\_wnHYOHNFw\\_yUKE](https://calgary.ctvnews.ca/video?clipId=1522664&fbclid=IwAR3H8JQRhOp2P_Jumm0mR5weeU2OUHqth9DAatIHf7nh_wnHYOHNFw_yUKE)

#### **2017 – Most Linked Runners to Complete a Marathon and half marathon, and women’s fasted linked marathon (3 records, Calgary)**

Runners World: <http://www.runnersworld.com/unconventional-world-records/this-huge-crew-finished-a-marathon-while-tied-together>

CBC article <https://www.cbc.ca/news/canada/calgary/112-group-tethered-calgary-marathon-1.4136499>

Canadian Running Magazine: <http://runningmagazine.ca/mitocanada-2017-calgary-marathon/>

#### **2016 – 7 Treadmill Records (Calgary and Australia)**

Team Mito 24 hour treadmill challenge <http://mitocanada.org/wp-content/uploads/2017/09/MitoCan-Treadmill-Challenge-Guinness-World-Records.pdf>

CBC <https://www.cbc.ca/news/canada/calgary/calgary-marathon-treadmill-dave-proctor-1.3607053>

Australia – Bernadette Benson <https://www.communitynews.com.au/comment/news/kelmescotts-bernadette-benson-to-have-a-crack-at-guinness-world-record-with-12-hour-treadmill-run/>

#### **2013 – Fastest Marathon by a Linked Team (Calgary)**

Calgary Herald

<http://www.calgaryherald.com/sports/Poignant+story+leads+team+setting+world+record+Calgary+Marathon/8437895/story.html>

Runners World <https://www.runnersworld.com/runners-stories/a20812025/a-20-legged-marathon-record/>

## Social Media Channels

### **MitoCanada social media:**

Twitter: @mitocanada <https://twitter.com/mitocanada>

Instagram: @mitocanada

Facebook: <https://www.facebook.com/MitoCanada>

YouTube: <https://www.youtube.com/channel/UCuH-Aub0oPG-wJH0cFnHD1g>

Hashtags: #MitoCanada #Mito #MitoAwareness #MitochondrialDisease #MitoHealth

### **TEAMmito social media:**

Twitter: @TeamMitoCanada <https://twitter.com/teammitocanada>

Instagram: @Team\_Mitocanada

Facebook: <https://www.facebook.com/TeamMitoCanada/>

YouTube: <https://www.youtube.com/channel/UCUFOkXpOIJAxJy88olWIbw>

Hashtags: #TEAMmito #CompetingForThoseWhoCant #RunningForThoseWhoCant #MitoMojo #MoveForMito #MitoBATTERY

### **Event Hashtags:**

#MitoGWR #MitoGWR10for10