MEDIA KIT

Media Contact
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MitoCanada Background

MitoCanada is celebrating its 10th anniversary in 2020!

The MitoCanada Foundation charitable organization was formed in 2010 by a group of passionate Canadian parents 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 protect others. Through their efforts, they are helping 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 for persons facing a diagnosis of mitochondrial disease/dysfunction. We provide diagnosed individuals, their families and caregivers with the knowledge and support they need to improve quality of life while raising public awareness of the disease and advancing Canadian research activities.

We are committed to seeing strategies in place that will prevent and cure mitochondrial disease. Until a cure is found, we are facilitating a future where Canadians impacted by this debilitating disease feel inspired, empowered and supported to live their best lives. We are confident that there is hope for the future for Canadians with mitochondrial disease.

We dedicate ourselves to pursuing our mission by practicing and promoting the following set of ethical values, which reflect a shared view of how we want to operate and be seen by others. These include:

- respect, trust, honesty
- balanced, sustainable and ethical behavior
- mission-focused and committed to our cause
- collaborative, evaluative and effective
- openly communicative

Our mission is supported by a series of goals, which include:

- increasing public awareness of mitochondrial disease and dysfunction
- being Canada’s resource for information and support for individuals, families and caregivers; and the clinical communities that serve them
• advancing research into the diagnosis, care, treatment and cure for mitochondrial disease
• creating and perpetuating a high functioning, resilient, and sustainable organization

Executive Bios
CEO
Blaine Penny, CEO and Co-Founder
Photo file: https://mitocanadafoundation.box.com/s/vp3jfqeom37w017svv4y719v6ru21qv7

As MitoCanada’s Chief Executive Officer (CEO), Blaine is responsible for raising awareness, enhancing and overseeing MitoCanada’s patient support and business development programs, aiding researchers and the medical community to fund mitochondrial research. Blaine will provide inspiring leadership to a growing team of staff, committed Board members and volunteers across Canada.

Blaine commitment to MitoCanada is legendary. He is co-founder and past President of the organization, chairing the Board from 2009 – 2015. Ten years ago, 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 ten years, Blaine has poured thousands of volunteer hours into helping raise awareness and funds for mitochondrial disease.

About MitoCanada
MitoCanada exists 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/

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.

Currently, over 220 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/6plc23hk8zl8wug1gpmfkzdkejuarz2
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/0084v4bf3ay3sdpwwfpeol5b2qmfmg

Media to Date

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-wJH0cFhnHD1g
Hashtags: #MitoCanada #Mito #MitoAwareness #Mitochondrial Disease #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/UCUFOKxXpOJlaXy88oiWlbw
Hashtags: #TEAMmito #CompetingForThoseWhoCant #RunningForThoseWhoCant #MitoMojo #MoveForMito #MitoBATTERY