



Media Kit

mitocanada

awareness • support • research

GUINNESS WORLD RECORD Attempt
May 31, 2020 – Calgary, AB

*“Most money raised whilst running a
marathon distance”*

Guinness World Record Title Attempt Details

When: May 31, 2020 (8am to 1pm MDT)

Where: Calgary, AB via [live broadcast](#) on MitoCanada's [Facebook](#) and [YouTube](#) channels.

Who: [Six \(6\) TEAMmito runners](#) will compete – the person who raises the most funds wins the Guinness World Record Title.

What:

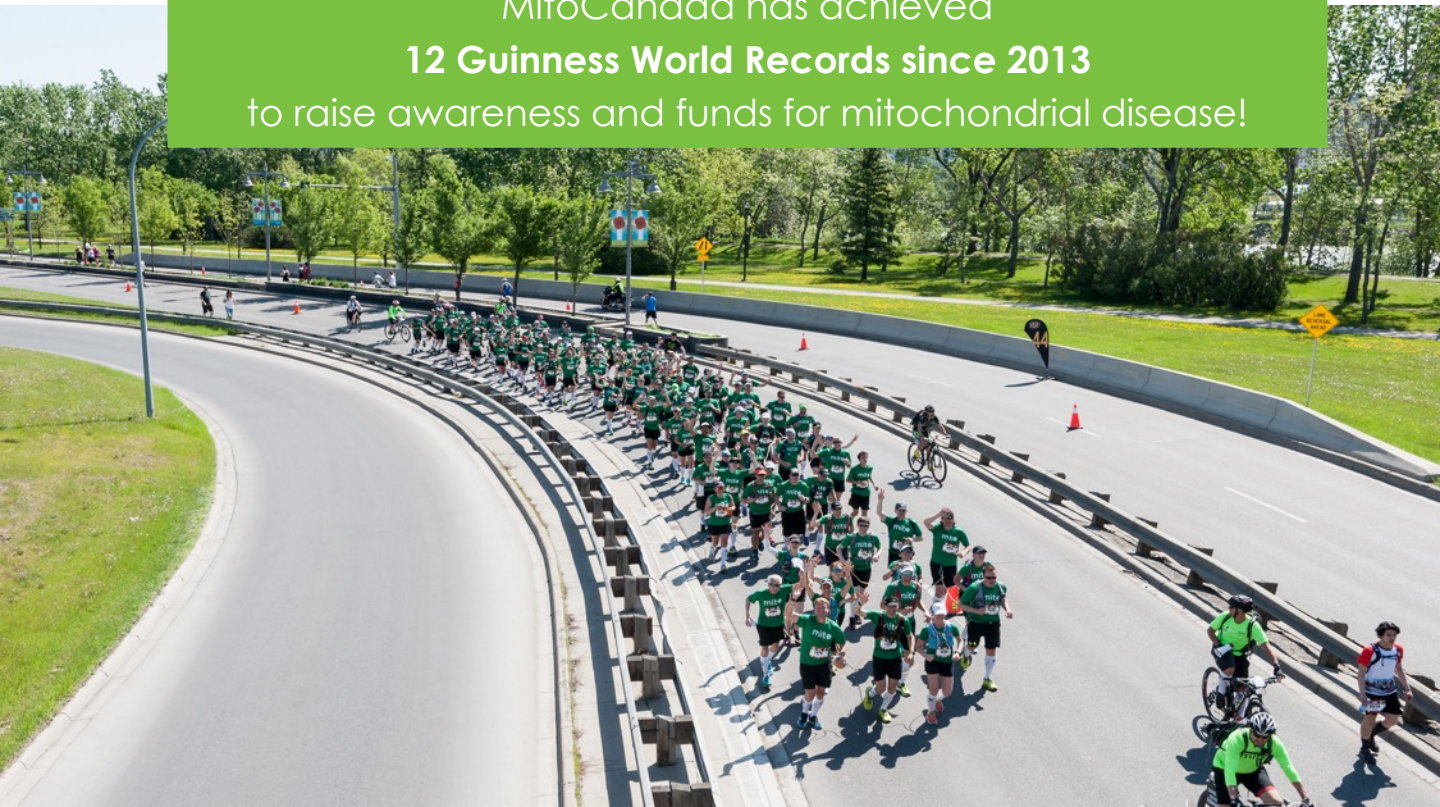
- Guinness World Record (GWR) title attempt for **“Most money raised whilst completing a marathon distance”**
- [Live, engaging hosted broadcast](#) featuring the 6 runners live, educational Mito facts, interviews with Guinness adjudicator, Mito Families, physicians, and researchers, and much more.

Why:

1. **To raise funds and awareness** for mitochondrial disease.
2. **MitoCanada has had to pivot to virtual events** to connect our community as a result the COVID-19 pandemic.
3. **Guinness World Records are exciting to achieve.** To date, MitoCanada has achieved 12 Guinness World Records and is excited to work towards number 13 to celebrate our 10 year anniversary as a Canadian charity.
4. **The ScotiaBank Calgary and Ottawa Marathons have gone virtual** and what better way to kickstart the Charity Challenge than a Guinness World Records (GWR) title attempt! Join us as we raise funds while ‘Running for those who can’t.’

Event Website with details: [Event details can be found by clicking here.](#)

MitoCanada has achieved
12 Guinness World Records since 2013
to raise awareness and funds for mitochondrial disease!



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, MitoCanada is helping others living with, or at risk of developing, mitochondrial disease cope and find hope in each day.

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.

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

1. Increasing public awareness of mitochondrial disease and dysfunction.
2. Being Canada's resource for information and support for individuals, families and caregivers affected by mitochondrial disease; and the clinical communities that serve them.
3. Advancing research into the diagnosis, care, treatment and cure for mitochondrial disease.
4. Creating and perpetuating a high functioning, resilient, and sustainable organization.

MitoCanada is getting **one step closer every day**
to the cure for mitochondrial disease
by supporting research and families to succeed.



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 raising awareness/education, enhancing and overseeing MitoCanada's patient support and development programs, aiding researchers and the medical community to advance mitochondrial research. Blaine provides inspiring leadership to a growing team of staff, committed Board members and volunteers across Canada.

Blaine's commitment to MitoCanada is legendary. He is co-founder and past President of the organization, chairing the Board from 2009 – 2015. Twelve 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. 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 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 by clicking here](#).

Mitochondrial disease affects the body's ability to produce energy and affects the body's most energy intensive organs



Media Contact

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Photos

Photos can be accessed through the following link:
<https://mitocanadafoundation.box.com/s/rmt6c5r3ixkpi5pcul4p2xlcinytsoc7>

Videos

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/0084v4bvf3ay3sdpvwffeopl5b2qmfmg>

Media to Date

MitoCanada in the News here: <https://mitocanada.org/about-us/news/>

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 #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/UCUFOKxXpOIJAxJy88oIWlbw>

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