

MitoCanada Foundation is Shining a Light on Mito – World Mitochondrial Disease Awareness Week

September 13 - 19, 2020

Campaign: Shining a light on mitochondrial disease

[September 13, 2020 07:00 AM Eastern Daylight Time](#)

CALGARY, Alberta--(BUSINESS WIRE)--September 13-19, 2020, marks World Mitochondrial Disease Awareness Week (WMDAW), and the MitoCanada Foundation needs the media's help as cities across the world light up to spread awareness about this devastating illness.

During WMDAW, **Light Up for Mito** will see [23 landmarks across Canada](#), from Vancouver's B.C. Place Stadium, to Charlottetown's City Hall, join other landmarks [around the world](#) in being illuminated in green to raise awareness of mitochondrial disease (Mito). In addition, individuals and families across the country will be replacing their porch light with a green bulb, the official colour of Mito, to spark a conversation about this devastating disease. Over 5 million Canadians suffer from mitochondrial disease and dysfunction. Researchers have discovered links between mitochondrial dysfunction and other conditions including Alzheimer's disease, Parkinson's disease, diabetes, cardiac issues and some cancers.

MitoCanada Foundation (national charity) is calling on the public to get involved with this exciting and engaging campaign in the following ways:

- Sharing photos on social media (using #LightUpForMito) of the many landmarks across Canada that will light up starting today.
- Installing a green light bulb outside their home and/or workplace and sharing the photo on social media using #LightUpForMito.
- Sharing images and information from MitoCanada's social media accounts about Mitochondrial Disease Awareness Week.
- [Donating](#) during this week to help fund transformational research that directly impacts the quality of life of patients with mitochondrial disease or dysfunction.

"2020 is a milestone year as MitoCanada celebrates its 10th anniversary," says Blaine Penny, CEO of MitoCanada. "10 years ago, when an individual was diagnosed with mitochondrial disease, there were very few resources and no support network. Now, MitoCanada supports patients, caregivers and families on a daily basis, and has supported over \$3 million in research grants in the last decade. Through MitoCanada's awareness campaigns, which includes 13 Guinness World Records, millions of Canadians now know what mitochondrial disease is, but there is a lot more work to do.

Mitochondrial health is critical to life, and our goal is to make mitochondrial disease known in every Canadian household.”

There are so many questions that still need to be answered about mitochondrial disease, as there is no cure (yet). With your help, MitoCanada can increase awareness and fund transformational research, as each day the cure is one step closer.

Media Support

MitoCanada invites all media outlets who want to support finding a cure for mitochondrial disease to help spread the word. By raising awareness of mitochondrial disease and dysfunction and funding transformational research, MitoCanada is building the foundation for a better future, while empowering people to have hope for a better tomorrow during these difficult times.

About MitoCanada Foundation

MitoCanada Foundation’s mission is to get one step closer every day to the cure for mitochondrial disease by supporting research and families to succeed. 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, MitoCanada is facilitating a future where Canadians impacted by mitochondrial disease feel inspired, empowered and supported.

Visit mitocanada.org to learn more. Our digital media kit is available at https://mitocanada.org/media_toolkit/.

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