



Media Kit  
**mito**canada  
awareness • support • research

## Media Contact

Kate Murray  
President and CEO  
[kate.murray@mitocanada.org](mailto:kate.murray@mitocanada.org)  
905-599-1927

Catherine Mulvale  
Chief Development Officer  
[catherine.mulvale@mitocanada.org](mailto:catherine.mulvale@mitocanada.org)  
416.886.6777

## MitoCanada Background

MitoCanada is celebrating its 10<sup>th</sup> 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.

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:

- **Together is better** – we believe in the power of a team and the energy that comes out of a group of people with the same goal
- **Committed 100%** - we give it all with no restrictions to our families, our scientists, our supporters and everyone who shares our mission
- **Knowledge is our beacon** – we strive to learn more and have better information and research that can take us closer to our goal
- **Everyone is welcome!** – we value and welcome the support, ideas and points of view people from all cultures and backgrounds

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 affected by mitochondrial disease; 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

### **Kate Murray**

President and CEO

Photo file: <https://mitocanadafoundation.app.box.com/file/732117707958>

Kate has extensive not-for-profit experience working for small charities and Foundations, founding her own children's charity, Robbie's Rainbow with her son. Previous to not-for-profit life, Kate's career began in the food and beverage industry, working for one of the largest brands in the world, Coca-Cola. As one of just three women to hold a distribution management position within Coca-Cola Canada, Kate turned one of the country's poorest-performing locations into one of the top five in North America.

Kate's passion is being outdoors! Her pride is being a mom of three energetic teenagers; a traveller, a swimmer and a budding artist. Kate and her family are no strangers to the complexities of chronic illness, as her eldest was diagnosed with an autoimmune disease at the tender age of six.

Kate volunteers her time as a member of the SickKids Family Advisory Network (FAN). She is a steering committee member of CIDsCANN: Pediatric Inflammatory Bowel Disease Network and the IBD Project.

### **Catherine Mulvale**

Chief Development Officer

Photo file: <https://mitocanadafoundation.app.box.com/file/732135040260>

Catherine believes that individual comments, people and deeds can change the world. A confident, articulate and experienced innovator with extensive marketing, communications, public relations and fundraising expertise, she drives collaboration with passion and purpose to bring about remarkable outcomes. Catherine is respected for her ability to develop innovative programs which attract funding, provide meaningful benefits to recipients and supporters, and improve quality of life. After being given a 10% chance of surviving a life-threatening illness in 1996, Catherine began investing her efforts and experience as a patient, educator, philanthropist and entrepreneur to help others. She has supported the advancement of small businesses, national corporations and global charitable foundations; developed countless educational programs across multiple mediums for the public, businesses and health care professionals; founded and transformed several national charitable organizations; and, raised over \$27 million. Catherine is the founder of Dynamite Design, Strategies for Life, and the Global Friends Foundation; has been executive director for the Canadian Digestive Health Foundation and the Canadian Foundation for Infectious Diseases; is the recipient of the YMCA Peace Medal Award and Leading Women Community Award; and, along with her husband, Tom, is the proud parent of two joyful, socially-conscious 20-something humans.

## 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.

- Over 5 million Canadians suffer from diseases in which mitochondrial dysfunction is involved.
- Currently, over 300 illnesses are associated with mitochondrial dysfunction, 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](#).



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

# Media Kit

## 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/0084v4bvf3ay3sdpvwffeopl5b2qmfmq>

## 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/UCUFOkXxP0IJAxJy88oIWbW>

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



**mito**canada

awareness • support • research