

Parkinson's Life – a new 'webzine' for the international Parkinson's community now live!



A new and innovative magazine-style website has been launched to inspire and inform the international Parkinson's community.

Parkinson's Life, developed by the European Parkinson's Disease Association (EPDA), aims to connect everyone touched by the disease – wherever they are in the world – from people with Parkinson's and their families, to healthcare professionals, carers and decision makers.

Unlike many other Parkinson's-related websites, however, Parkinson's Life aims to encourage its user base to help drive the content of the site, by sharing their stories, resources, advice and awareness-raising campaigns.

'Parkinson's Life is a website *for* the Parkinson's community that will be driven *by* the Parkinson's community', says Dominic Graham, the EPDA's head of editorial and brand communications. 'Our main objective is to reach and engage the global Parkinson's community through the delivery of high-quality content – much of it inspired by the users themselves. We want the platform to be a forum to share information about good practices within the management of Parkinson's, from across Europe and globally.'

'Our focus is on great storytelling that will inspire and connect people affected by the disease, backed by news and resources on everything that relates to helping people with Parkinson's and their families live a full and healthy life'.

The editorial team behind the vibrant new webzine – led by the EPDA's digital publishing partner Speak Media – is focused on ensuring Parkinson's Life becomes a trusted source of up-to-date information on the issues that matter to the Parkinson's community.

Make sure you bookmark www.parkinsonslife.eu and visit us today!

Highlights:

- Ambitious and innovative 'lifestyle' webzine for the global Parkinson's community
- Inspiring stories, latest news, practical tips and tools
- For everyone touched by the disease – from people with Parkinson's to their families, carers and healthcare professionals
- Stories from around the world, including content from users themselves as well as from our network

of contributors and influencers in the Parkinson's community

- Responsive web design for the widest possible access on all devices

For more details contact: editor@parkinsonslife.eu or dominic@epda.eu.com

About Parkinson's disease:

- Parkinson's disease is a progressive, chronic and complex neurodegenerative disease that has no cure. It affects all aspects of daily living and is the most common neurodegenerative disease after Alzheimer's disease.
- There are currently more than 1.2 million people living with Parkinson's in Europe, and this number is forecast to double by 2030, primarily as a result of the ageing population.
- On average, the cost per patient in Europe is approximately €11,000, with the total estimated annual cost of Parkinson's amounting to €13.9 billion.
- Treatment and management is available for a number of aspects of the disease but is not yet accessible to all. Ongoing research has resulted in significant improvements, but more is needed to delay, stop or even reverse the disease.
- Parkinson's disease is predominantly characterised by problems with body movements – known as motor symptoms. These symptoms include tremor, rigidity, bradykinesia and postural instability.
- The disease is also associated with symptoms that are not directly related to movement – known as non-motor symptoms. These symptoms include sleep disturbances, constipation, the loss of sense of smell, depression, sexual dysfunction, anxiety and lots more.

About the EPDA: The EPDA is the only European Parkinson's umbrella organisation, and we have more than 20 years of experience working with the global Parkinson's community. Our vision is to enable all people with Parkinson's to live a full life while supporting the search for a cure. www.epda.eu.com

About Speak Media: Speak Media is a creative communications agency specialising in multi-channel content for organisations and brands, and is a long-term partner of the EPDA having worked on a number of high-profile communications and marketing initiatives for the organisation. www.speakmedia.co.uk