



FOR IMMEDIATE RELEASE
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MIAMI GOES BLUE FOR PARKINSON'S

MIAMI BEACH, FL – April 2, 2015 – Why is Miami turning blue? It's not because we're down or sad, but instead we are celebrating Parkinson's Awareness month during April. As the presenting sponsor for Moving Day® Miami, National Parkinson Foundation's (NPF) annual fundraising event, Team Terranova has launched 30 Shades of Blue where we will be hosting 30 events in 30 days to "Fun" raise for NPF.

You may think we're crazy, but we're not the only one. Terranova team captains are joining the fun and coordinating their own "fun" raising events. From kayaking, paddle boarding, and spinning to cocktails, dinners, and shopping, 30 Shades of Blue will have something for everyone at a variety a price points. Local businesses are also getting in on the action and showing their amazing support by becoming sponsors and hosting some exciting events. Below you will find our calendar of events which is still growing and changing by the day, so don't miss out on the fun!

"Terranova's 30 Shades of Blue campaign is a great way for us to raise awareness and funding for Parkinson's disease locally," says Terranova's executive vice president Mindy McIlroy who also serves on board of the National Parkinson Foundation. "We wanted to find a creative way to get the community involved and by developing these great events participants and businesses can have fun and contribute to a worthy cause." McIlroy went on to say that she hopes Team Terranova inspires others across the nation to find unique and fun ways to build awareness and raise funds in the fight to find a cure for Parkinson's disease.

Reaching new heights and making history, Team Terranova is making a HUGE impact in the lives of people living with Parkinson's disease. To learn more about Team Terranova's 30 Shades of Blue (30 events in 30 days) visit our Facebook page @TerranovaCorp where you will find the details on each event and how you can get involved.

- April 1 Pennies for Parkinson's
- April 3 Pants for Parkinson's
- April 4 Paddle for Parkinson's @ Beach Paddle Co.
- April 6 Dine Out for Parkinson's @ The Federal
- April 8 Blo for Blue @ Blo Blow Dry Bar – Midtown
- April 9 Cocktails for a Cause @ Vagabond Hotel
- April 10 Kayaking for a Cause @ South Beach Kayak
- April 11 Pancakes for Parkinson's @ Wagon's West
- April 12 Shop for Parkinson's @ 004CONNEC
- April 14 Shop for Parkinson's @ Bay Harbor Drugs & Beauty Lounge



- April 15 Paddle for Parkinson's @ Beach Paddle Co.
- April 17 Pizza for Parkinson's @ Terranova
- April 18 Brunch Goes Blue @ The District
- April 19 Pedaling for Parkinson's @ Flywheel Miami Beach
- April 20 Wynwood Brewery Goes Blue
- April 21 Paintballing for Parkinson's @ ER Paintball Park
- April 22 Administrative Professionals Day @ Sushi Samba
- April 23 Art for Parkinson's @ 204 Miracle Mile (tentative)
- April 24 Brother Jimmy's Goes Blue
- April 24 Bike for Parkinson's @ Critical Mass
- April 25 Domino Mixer with a Shake @ Private Residence
- April 26 Yoga for Parkinson's (tentative)
- April 27 Dine Out for Parkinson's @ BTW
- April 28 Scotch & Cigars for a Cause @ Mc Kitchen (tentative)
- April 29 Glam Up for Parkinson's @ Terranova
- April 30 Team Terranova "Fun" Raise Kick-Off

About Parkinson's Disease (PD)

Affecting an estimated one million Americans and four to six million worldwide, PD is the second most common neurodegenerative disease after Alzheimer's and is the 14th leading cause of death in the United States. It is associated with a progressive loss of motor control (e.g., shaking or tremor at rest and lack of facial expression) as well as non-motor symptoms (e.g., depression and anxiety).

About the National Parkinson Foundation (NPF)

Founded in 1957, the mission of the National Parkinson Foundation is to improve the quality of care for people with Parkinson's disease through research, education and outreach. NPF has funded more than \$189 million in care, research and support services. For more information about the National Parkinson Foundation, visit www.parkinson.org or call 1-800-4PD-INFO (473-4636).

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