

Media Enquiries**BIAL**

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BIAL launches video for World Parkinson's Day**"THERE'S NO RIGHT RHYTHM FOR LIFE".
PEOPLE WITH PARKINSON'S DANCE TO THEIR
OWN RHYTHM TO PROMOTE TOLERANCE**

BIAL invited award-winning north-American Parkinson's movement coach and choreographer Pamela Quinn to work with people with Parkinson Disease (PD) and create a video for World Parkinson's Day, on April 11th, focused on mutual respect – and proving in the meantime that people with Parkinson's can truly be inspiring.

People have different rhythms: some are faster, some are slower. But who's to say which one is correct? In a perfect world, everyone respects each other. But in this fast-paced world we live in, that isn't always the case for thousands of people with Parkinson's Disease (PD) all around the world, who sometimes just need an extra couple of minutes to perform daily tasks.

Parkinson's is a progressive neurodegenerative disease that affects nerve cells in the brain. For those who suffer from it, the disease means much more than the physical symptoms; it's about losing independence. Still, most patients are able to perform daily tasks like reaching for the wallet and pay for groceries, using an ATM, crossing the street or getting to their seat on a bus, but the social anxiety that derives from the fear of taking too long and the pressure of impatient queues can worsen the symptoms, making them a lot harder to accomplish – and resulting in a tendency for people with Parkinson's to gradually give up their independence.

Knowing more about the disease and being more tolerant can effectively improve the lives of the 10 million people with Parkinson's all around the world. BIAL's mission is to empower them and to show that people with Parkinson's can be inspiring. BIAL invited former professional dancer, Pamela Quinn, a person with PD herself and Parkinson's movement coach, from the New York based school PD Movement Lab, to collaborate with people with Parkinson's and professional dancers on the creation of a video to debut on World Parkinson's Day, aimed not only at those who have the disease, but mostly to the ones who know nothing about it.

In it, we see a choreographed performance that takes place in three different settings: in a market, on a bus and at a pedestrian crossing. Professional dancers and people with PD each dance to their own rhythm while metaphorically performing daily tasks associated with those environments, like shopping for groceries, getting to their seat on a moving bus or crossing the street in rush hour.

The video ends with a statement: “There’s no right rhythm for life”, prompting us to be more tolerant and to know more about the disease, and leads to the second and not less important part of the campaign: a documentary of the whole project, where Pamela Quinn and three more people with PD talk about their personal experiences and their collaboration on this project, with the goal of inspiring others.

Rui Sobral, Director of BIAL’s Parkinson Disease Global Department, explains the importance of this project: *"Parkinson's is a disease that takes a lot from people, but the more we work with people, the more we find people like Pamela, who brings this incredible energy, and that really helped us to bring this idea to life. It was inspiring just to see her work, and incredibly humbling for us to have her collaborate with BIAL in getting across the idea that we have much to learn and to be inspired by people with Parkinson's"*.

The campaign will be officially launched worldwide on April 11TH, the World Parkinson's Day, and it will be featured in EPDA's and BIAL's websites and social media, the Michael J. Fox Foundation, The International Parkinson and Movement Disorder Society (MDS) and European Academy of Neurology (EAN).

Watch the video [here](#).

About BIAL

Founded in 1924, BIAL’s mission is to discover, develop and provide therapeutic solutions within the area of health.

In recent decades, BIAL has strategically focused on quality, innovation and internationalization.

BIAL has channeled more than 20% of its annual turnover into research and development within neurosciences and the cardiovascular system.

Currently representing more than two thirds of its turnover, BIAL will continue to strengthen its international presence based in its own innovative medicines, particularly in the most important European pharmaceutical markets, Spain, Germany, United Kingdom and Italy, where the company is already present with its own affiliates.

For more information about BIAL, please visit www.bial.com.

Background about Parkinson's Disease

Parkinson's disease (PD) is a neurodegenerative, chronic and progressive disease, characterized by massive depletion of the neurotransmitter dopamine because of degeneration of specific neurons in the brain. Epidemiologic evidence points to a complex interaction between genetic vulnerability and environmental factors. The clinical manifestations usually start after the age of 50 years (average age for diagnosis is approximately 60 years) and the prevalence is estimated at 300 per 100,000 inhabitants, increasing to 1/100 over the age of 55–60 years. As per the European Parkinson Disease Association, it is estimated that 1.2 million people in the European Union have Parkinson’s. Parkinson Disease’s diagnosis is based on clinical observation. Patients usually present some of the three cardinal signs: resting tremor, rigidity and bradykinesia. Other frequent Parkinson Disease’s symptoms are postural instability, masked face and decreased eye blinking, stooped posture, and decreased arm swing. The disease is progressively disabling the patients that see how their normal life and activities of daily living are impaired.

About Pamela Quinn

Pamela Quinn is a professional dancer and PD Coach who has had Parkinson’s disease for over 20 years. Her personal experience of PD combined with her keen knowledge of the body derived from dance training gives her a unique position from which to analyze patients’ physical functioning and to imagine creative solutions to the problems posed by PD. Interested in finding as many ways as possible to counter PD’s challenges, she experiments with a variety of approaches in her class, PD Movement Lab: cuing systems, music, dance, athletic drills, imagery and physical strategies together offer concrete tools to

improve her students mobility and lives. Her work was featured in the acclaimed book on Parkinson's, ***Brainstorms*** by Jon Palfreman, and her innovative approach has achieved widespread recognition and made her a sought after teacher and speaker in the PD community in the U.S. and abroad. She has been invited to present her work at some of the most forward-thinking medical institutions in the country and at the 2nd, 3rd and 4th World Parkinson's Congresses, the 2nd Parkinson's Congress of Japan, the 2015 EXPO in Milan, Italy and the 2016 American Congress of Rehabilitative Medicine. She has produced a series of award winning videos and performance pieces using performers with and without Parkinson's, and was the Parkinson's consultant to actor Christopher Walken on the critically acclaimed film *A Late Quartet*. She teaches her class, PD Movement Lab, at the JCC in Manhattan and at the Mark Morris Dance Studio in Brooklyn, New York with the support of Dance for PD. PD Movement Lab also has a growing online presence (pdmovementlab.com) that features interviews with PD outliers and interesting posts by Quinn that provide movement advice often accompanied by intriguing and humorous videos.