



## “ WE CALL IT A NEUROMUSCULAR DISORDER. ”

### ALEX CALLS IT DUCHENNE; MICHAEL CALLS IT FSHD; EVE CALLS IT MYOTONIC. WE CALL IT A NEUROMUSCULAR DISORDER.

Muscular Dystrophy Canada (MDC) is on a mission to demystify muscular dystrophy and neuromuscular disorders; and, make Canadians aware that we are here to support them whether they, or a family member, have been diagnosed with a disorder and regardless of what they call it.

To do that, we launched a new campaign aptly named “We call it NMD,” which includes disorder support and research information on our new [muscle.ca](http://muscle.ca) website, as well as videos featuring MDC friends and clients.

The stories shared in the campaign echo sentiments we hear time and time again from the neuromuscular community: challenges being diagnosed, frustration navigating the healthcare system, and lack of support. That’s why it’s so important that we spread the word that MDC is here to help!

You can find the campaign, and watch the videos here: [muscle.ca/wecallitnmd](http://muscle.ca/wecallitnmd). But first, let us introduce you to Alex, Michael and Eve and then you can get better acquainted with them online.



“ I CALL IT...  
Duchenne  
muscular  
dystrophy ”

“If I can help one more person know what muscular dystrophy is then that’s one more person in the fight.”  
— Alex Harold



“ I CALL IT...  
Facioscapulohumeral  
muscular dystrophy ”

“We need to do better as a community at helping people get answers. Muscular Dystrophy Canada is in a great place to help direct that future.”  
— Michael Gottlieb



“ I CALL IT...  
Myotonic  
dystrophy ”

“Fortunately, I was connected to MDC and now have them and donors like you helping me all the way.”  
— Eve Rozen

JOIN THE CONVERSATION AND HELP US SPREAD THE WORD USING THE HASHTAG #WECALLITNMD ON SOCIAL MEDIA.







## MUSCLE.CA IS ALL NEW!



## AND WE'RE LIVE!

Did you know that after months and months of hard work behind the scenes, our new website is live!

With a new look, easier navigation and up-to-date information about all our support services, events and stories, we know the new and improved muscle.ca will be a great resource for you.

Be sure to check it out!

## UPCOMING EVENTS

**October 1 –December 11**  
**Atlantic Fall Raffle**

**November 28**  
**Application Deadline**  
**Research Grants**

**December 3**  
**Giving Tuesday**

To stay up to date on all upcoming events, please visit [muscle.ca/events](http://muscle.ca/events).

**CONNECT WITH US!**

   

**MUSCLE.CA | 1-800-567-2873**

## NEW BURDEN OF ILLNESS STUDY TO HELP RAISE AWARENESS

Muscular Dystrophy Canada (MDC) is excited to share with you that we are currently working on a Burden of Illness Study. We know that living with a neuromuscular disorder is expensive and our community experiences a tremendous financial burden. This project will highlight the economic burden associated with the direct and indirect costs related to living with a neuromuscular disorder. This study will enhance awareness and education for key decision makers related to Canadian health care and research policy and will assist MDC and partners to influence positive change.

The study will explore the data related to the number of people living with Spinal Muscular Atrophy, Duchenne, Myotonic Dystrophy, Facioscapulohumeral muscular dystrophy (FSHD), Charcot-Marie-Tooth disease (CMT), and Limb Girdle. The project focus will also include the economic burden on family members and caregivers. The study will include the economic burdens associated with access to treatments, therapies, as well as, resources that enhance quality of life such as assistive devices.



### EXCLUSIVE HOLIDAY ORNAMENTS – AVAILABLE NOW!

A perfect gift for loved ones, family members and friends! Spread some holiday cheer by gifting an exclusive one of a kind hand-crafted pewter ornament.

Each ornament purchased helps Muscular Dystrophy Canada provide essential equipment, support programs and services, and funding for ground-breaking research to help the neuromuscular community!