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MAGNOTTA WINERY ANNOUNCES 1st ANNUAL VAUGHAN WALK FOR LYME

Company CEO urges residents to be Lyme-aware
as Lyme Disease spreads across Canada

VAUGHAN, ONTARIO – September 21, 2016: Magnotta Winery is launching the 1st Annual Vaughan Walk for Lyme on Sunday, October 2, with the support of the City of Vaughan and Mayor Maurizio Bevilacqua. With Lyme Disease on the rise, Rossana Magnotta, CEO of Magnotta Winery, is urging all Canadians to become Lyme-aware.

“Lyme Disease is exploding around the world and other countries are ahead of us when it comes to educating and warning their citizens”, said Rossana Magnotta. “I have seen and heard first-hand the desperation of Lyme patients as they’ve told me their stories. Many have lost hope for themselves. We need to help them and the next wave of patients who will be unaware of the nightmare that awaits them when their illness begins and the support isn’t there for them.”

All net proceeds from the Vaughan Walk for Lyme will go directly to the **G. Magnotta Foundation for Vector-Borne Diseases** to help fund Canada’s long-awaited research facility dedicated to Lyme Disease and other vector-borne illnesses. The facility’s research project is critical to improving testing and treatment of this devastating disease for all Canadians, many of whom have had to leave the country to get an accurate diagnosis and proper care. Today, with Lyme Disease reaching epidemic proportions, this upcoming research facility is giving Lyme patients in Canada a sense of hope that change is coming.

Families and their pets are invited to enjoy the early fall weather on this leisure walk and help raise awareness of Lyme Disease in Canada.

Sunday, October 2, 2016

Vaughan City Hall

Registration: 7 am to 9 am

Walk: 9 am to Noon

Distance: 5km

Music, food and refreshments

During the walk, participants will learn essential facts about Lyme Disease:

- Lyme Disease is now found in all Canadian provinces.
- Lyme is a bacterial infection.
- Lyme is acquired by a bite from an infected tick.
- A nymphal tick is only the size of a poppy seed.
- Lyme is one of the top 10 misdiagnosed diseases.
- Migratory birds carry ticks everywhere.
- Migratory birds carry Lyme in their blood.
- New ticks can become infected by feeding on birds.
- Infected ticks drop from birds and into your neighbourhood.
- Infected ticks establish the infection in local rodent population.
- Ticks are found in tall grass, gardens, low brush and urban areas.
- Canadian tests do not detect all strains of Lyme bacteria.
- Many Lyme patients have had to leave Canada to get help.
- Lyme can attack every system within your body.
- Lyme can mimic MS, ALS, Alzheimer's and Parkinsonism.
- Lyme can mimic chronic fatigue syndrome or fibromyalgia.
- The first signs of Lyme can be flu-like symptoms.
- There are over 100 known symptoms of Lyme Disease.
- Many Lyme patients cannot recall being bitten by a tick.
- Only 9% of Lyme patients develop the classic bull's eye rash.
- Pets that live or play outside are at high-risk for contracting Lyme.
- Your pets can bring Lyme into your home.

A walking ticket is \$30 (\$26.55 + HST) and includes a Vaughan Walk for Lyme t-shirt plus food and refreshments. To register, go to vaughanwalkforlyme.eventbrite.ca

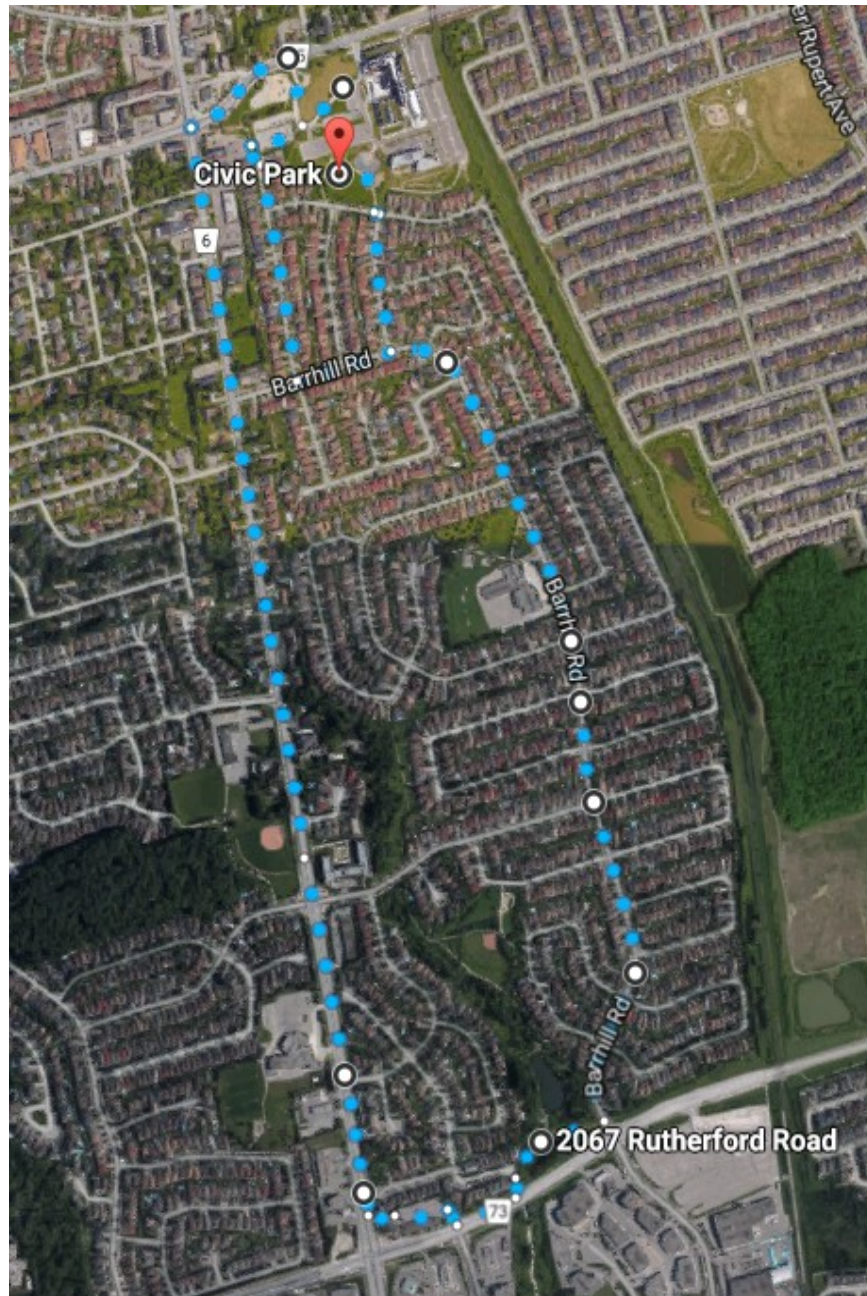
About Rossana Magnotta

Rossana Magnotta is a driving force in raising Lyme Disease awareness and fund raising in Canada. After witnessing her own family's struggle with Lyme, Rossana knows firsthand how frustrating, exhausting and life-changing Lyme disease can be. With a background in medical laboratory science, Rossana's vast philanthropic activities over the years have focused on healthcare and the needy. She has been a member on hospital and various other boards and is now exclusively devoted to advancing Lyme Disease research by leading the way to establish Canada's first research and screening facility for Lyme Disease through the G. Magnotta Foundation which she founded in 2012. She is also a board director of the Canadian Lyme Disease Foundation.

About the G. Magnotta Foundation

The G. Magnotta Foundation for Vector-Borne Diseases is a non-profit organization. One of its primary focuses is to establish Canada's first research centre for vector-borne illnesses including Lyme Disease which is growing rapidly across Canada. The Foundation has been named in memory of Gabe Magnotta, co-founder of Magnotta Winery, to recognize his lengthy and courageous battle with Lyme Disease, a battle he and so many other Canadian patients should never have lost in this country.

Vaughan Walk for Lyme – Route Map



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