

Arthritis Research Canada (ARC) launching month-long campaign for Arthritis Awareness Month

Creating dialogue on the importance of prevention, treatment and diagnosis, and quality of life.

August 30, 2017 (Vancouver, BC) – September is Arthritis Awareness Month in Canada. It is a month dedicated to the 5.2 million Canadians living with the disease, the researchers working to find a way to save lives, and to everyone who makes arthritis research possible.

“Arthritis Awareness Month provides a platform to educate and inform Canadians about Canada’s most costly and chronic disease,” states Dr. John Esdaile, Scientific Director at Arthritis Research Canada. “As a result, for the month of September, we are committed to bringing awareness and creating a conversation around arthritis and the impact of research, focusing on the themes of prevention, treatment and diagnosis, and quality of life.”

Campaign highlights include:

- **#30daysofARC:** Arthritis Research Canada is spreading the word through social media. Starting September 1st, follow @Arthritis_ARC on Twitter for daily facts, videos, and patient stories. What’s more, Arthritis Research Canada’s Facebook page and website (www.arthritisresearch.ca) will offer weekly expert advice on a variety of topics. Follow **#30daysofARC** to join the conversation.
- **Video resources:** Arthritis Research Canada consistently produces a variety of clear, short videos that highlight key research findings. The [newest video](#) features Dr. Jacek Kopec, PhD, as he explains how we can slow down the increase of Osteoarthritis in Canada.

In addition to spreading the word through social media and publicizing important studies, Arthritis Research Canada continues to highlight the importance of arthritis research. With over 100 forms of arthritis, arthritis represents one in every 10 doctor visits and one in every 16 hospitalizations. And with one in six Canadians disabled by arthritis, it is the number one reason for workplace disability. Despite these statistics, arthritis receives only 3% of available research dollars in Canada.

“Arthritis Awareness Month is also a time to celebrate and thank all those donors who give so generously to make arthritis research possible,” says Shauneen Kellner, Executive Director.

You can make a major impact by supporting arthritis research. During Arthritis Awareness Month, please consider one of the many ways you can donate to arthritis research—visit <http://www.arthritisresearch.ca/support-us/ways-to-support> for more information.

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About ARTHRITIS RESEARCH CANADA:

Arthritis Research Canada is the largest clinical arthritis research centre in North America. Our mission is to transform the lives of people living with arthritis through research and engagement. Led by world-renowned rheumatologist, Dr. John Esdaile, ARC's scientific team of 70 are creating a future where people living with arthritis are empowered to triumph over pain and disability. Each of the three centres in BC, Alberta and Quebec are leading research in arthritis prevention, early diagnosis, treatment and quality of life issues.

For more information or to arrange an interview, please contact:

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