

# ASSOCIATION **DEFI PARKINSON**

100 COLS POUR SOULEVER DES MONTAGNES



Walking more than 1.000 km through the Alps  
to challenge the Parkinson's disease.

Yves Auberson will tackle the picturesque  
and challenging road from Zermatt to Nice  
in less than 100 days.



## Presentation of the project

Yves Auberson celebrated his 50<sup>th</sup> birthday and simultaneously, 15 years since his diagnosis of Parkinson disease.



To mark this double anniversary, Yves decided to carry out an ambitious sports challenge to demonstrate that one can be fully active and lead fulfilling life even with Parkinson's disease.

The challenge will take Yves along 1'000 kilometers in the beautiful mountainous range, cross nearly 100 mountain passes in less than 100 days.

The track will start in Zermatt (CH) on July 4, 2020 and cross the finish line at the end of September in Nice (FR).

During the challenge Yves will tackle popular walking tracks, like the Tour of the Matterhorn, the Tour of the Grand Saint-Bernard, the tour of the Mont-Blanc, the tour of the Dents du Midi and will finish with the GR5, the crossing path of the French Alps.

## What is the purpose of this project?

In this challenge, Yves aims to raise awareness of Parkinson's disease as widely as possible. He wants to demonstrate first-hand the benefits of physical activity, which together with a healthy lifestyle, good nutrition and positive outlook may help with management and progression of symptoms of this neurodegenerative disease. He wants to inspire fellow patients to get engaged in sports activities by showing that Parkinson's does not prevent him from achieving his dreams!

The adventure will be showcased on social media platforms and will be brought to television through a documentary film, if the financial targets are reached.

This project is supported by Parkinson Suisse, the Lashuel laboratory at EPFL and ORCA Production.

## The financial goals

Through direct donations and crowdfunding, we aim to raise the necessary budget for the following three purposes :

### PROJECT « DÉFI PARKINSON »

The challenge of Yves through the Alps in summer 2020.

Estimated cost :  
CHF 12,000.-

### PROJECT « FITNESS STRUCTURE »

Creation and implementation of a fitness method for people with Parkinson's disease.

Estimated cost :  
CHF 24,000.- per year

### PRODUCTION OF A FILM

Creation of a documentary film on the adventure and Yves' story with Parkinson's.

Estimated cost :  
CHF 230,000.-



## We need your support

Parkinson's disease is generally seen as affecting elderly and is associated with tremours. However, this disease can affect anyone over the age of 40 and has a much wider scope of debilitating symptoms influencing many daily life activities. Often those affected withdraw from their physical activity routines and are more reluctant to newly engage in it.

With your help, by reaching out and educating wider audiences, Yves will be able to demonstrate that Parkinson's does prevent him from leading active life and definitely does not stifle his adventurer spirit!

We need you to help us with this goal!

# Timeline

01

## CONCEPTION OF THE PROJECT

- Creation of « Association Défi Parkinson »
- Organization and planning of the project
- Creation of a communication platform
- Partners and sponsors' research

02

## MEDIA AND COMMUNICATION

- Setup of media materials such as a website social networks and various communication tools
- Creation of a presentation video on the « Défi Parkinson » project

03

## PUBLIC PRESENTATION

- Public release of the project and networking on social medias
- Fundraising events starting end of March 2020
- Official launch of the crowdfunding platform

04

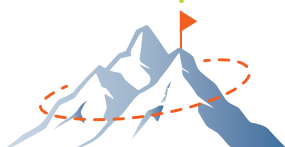
## THE CHALLENGE

- July 4, 2020, departure of Yves Auberson to cross the Alps
- Filming of Yves' journey for the production of the documentary film

05

## AFTER

- Review of the adventure
- Setup of a fitness structure for people with Parkinson's disease
- Production of a TV documentary film



ASSOCIATION  
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### To support the association

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